

Simplicity

Portfolio

of

Simple to make

Simple

to care for

Fashions



4559

35¢

45 CENTS IN CANADA

The Fashion Maga

May 1954 Spring Pattern Book

And the Band played on



Quadriga's Needleized Finish is friendly to your needle . . . makes your sewing easier and smoother.

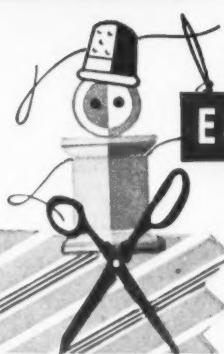
Quadriga Cloth
has been No. 1 in the hit-parade of favorite cotton fabrics since the Good Old Days. And for the very same reasons that it's No. 1 today:

Quadriga colors stay bright and beautiful, keep clothes on the "current" list. Wear 'em, wash 'em . . . that band-box freshness is for keeps. So . . .

Look sharp for that "Quadriga" label. By-the-yard, with that famous finish that's friendly to your needle.

Quadriga Cloth, remember, is the reason for the by-word—"The girl who sews has better clothes."

ELY & WALKER
ST. LOUIS



Quadriga CLOTH

Sun-fast ★ Tub-fast ★ Needleized finish

E & W Quadriga Shirts for Men and Boys

E & W Quadriga Jane Clay Dresses

E & W Quadriga Pajamas

E & W Quadriga Dorna Gordon Dresses

E & W Quadriga Spring-Bak Shorts



Guaranteed by
Good Housekeeping



The first name in linen

The last word in quality

MOYGASHEL*

Women who take pride in their own dressmaking instinctively follow the consistent exclusive choice of top dress designers the world over. For years Moygashel* 100% pure Irish linen has been a favorite with them.

Whether you are in New York or Paris, Rio de Janeiro or Singapore, the same pure, pure Moygashel* linen is available. Such international acceptance for Moygashel* has been gained through decades of uncompromising quality.

No wonder Moygashel* linens are featured with pride by the finest stores in every corner of the globe.

For a free booklet, "History of Moygashel*", write to:

HAMILTON ADAMS IMPORTS, LTD., 10 East 39 Street, New York 16 N.Y.

*Registered U.S. Pat. Off.

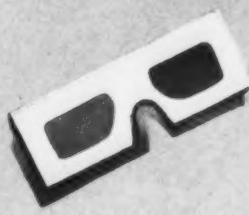
DRAMATIC NEW PRINTS THAT LONG FOR THE TOUCH OF YOUR HAND

RevelaiseTM

THE 3-DIMENSIONAL
EVERGLAZE® COTTON
WITH COLOR YOU CAN FEEL!

Here are exquisite, new color-embossed prints . . . breathtaking in their intricacy! And — this you must *touch* to believe — the color is applied miraculously to the *raised* portions of the design!

Women who loved the first exclusive Revelaise patterns will pounce on these new, high-fashion designs! Durably crisp, washable "EVERGLAZE" Cotton . . . quick drying, wrinkle, stretch and soil resistant . . . residual shrinkage less than 2%.



Simplicity Patterns
Mother 4288, Daughter 4273



Revelaise Mechanical and
Process Patents and Pattern Design
Registrations Applied For

Available in Many Other Colors and Patterns

Popularly priced at leading department stores
throughout the United States and Canada—
or write us and we will tell you where.

BELAIRE FABRICS, a division of M. LOWENSTEIN & SONS, INC., New York 13, N.Y.

Beautiful Belle of Your Wardrobe...

New
COURTESY™
 FINE COTTONS
 WITH A COUTURE LOOK!

Cottons as you've known them take a back seat now that COURTESY Cottons are here! For these new favorites of smart home-sewers are *pure fashion wizardry*... richly-colorful, *couture* prints and coordinated solids... on practical, washable percale. It's the kind of fashion magic you'd never expect—even from Lowenstein, world's largest producers of printed percales. And the low price is *wonder-ful*, too!



About 59¢ a yard

Simplicity Pattern
 Mother 4428, Daughter 4505



Courtesy Fabrics Available at These and Many Other Fine Stores:

Akron	A. Polsky	Dallas	A. Harris	Louisville	J. Bacon & Sons	Richmond	Thalhimer's
Atlanta	Rich's	Dallas	Titch-Goettinger	Milwaukee	Boston Store	Salt Lake City	Z. C. M. I.
Augusta	J. B. White	Denton	Rike Kumler	Minneapolis	The Dayton Co.	Seattle	Bon Marche
Baltimore	Hochschild Kohn	Denver	Joslin Dry Goods	Nashville	The Cain-Sloan Co.	Seattle	Frederick & Nelson
Beaumont	The Fair	Detroit	Crowley-Milner & Co.	Newark	Bamberger's	SioUX City Younker	Davidson's
Birmingham	Burger-Phillips	Duluth Duluth Glass Block Store	El Paso	New Orleans	Krauss Co.	St. Paul	Emporium
Buffalo	William Hengerer	El Paso	Popular D. G. Co.	New York	Bloomingdale's	Syracuse	Dey Bros.
Chicago	The Fair	Grand Rapids	Herpolsheimer's	Omaha	J. L. Brandeis & Sons	Tampa	Maas Bros. & Co.
Cincinnati	John Shillito	Hollywood	Broadway Store	Philadelphia	Wanamaker's	Terre Haute	Root Dry Goods
Cincinnati	Rollman & Sons	Indianapolis	L. S. Ayers	Phoenix	Phoenix	Washington	Hecht's
Cleveland	Halle Bros.	Jacksonville	Phelps	Pittsburgh	Korrick's	Washington	Lansburgh's
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					Meier & Frank		

It's easy to sew up a winning combination...
with matching prints and plains
in Indian Head cotton



1

for the money ...
You can make any of these dazzling-fresh fashions for less than \$5.25!

2

for the show ...
the beautiful, brand-new prints are perfectly matched to the solid colors!

3

to make ready ...
your clothes are ready to wear in record time, because Indian Head, with its famous "balanced weave", is the fastest-sewing fabric ever!

and 4 to go ...
season after season, sudsing after sudsing, Indian Head colors stay bright and fresh as new!

BOTTOM

Left, Simplicity Pattern #4589... only about \$3.50 to make!
Right, Simplicity Pattern #4590... only about \$2.50 to make!

TOP

Left, Simplicity Pattern #4583... only about \$5.25 to make!
Right, Simplicity Pattern #4525... only about \$4.10 to make!

REMEMBER THIS GUARANTEE:

"If any article made principally of Indian Head cotton fails to give proper service because of fading or running of Indian Head colors... or if the fabric shrinks more than 1%, we will make good the total cost of the article."

INDIAN HEAD®

Wherever you see it... we guarantee it!

A PRODUCT OF INDIAN HEAD MILLS, INC. 1407 BROADWAY, NEW YORK 18, N. Y.



Dresses:
(left) Simplicity Pattern 3414
(right) Simplicity Pattern 3413
both of FABREX'S "Eyecatcher"
a blend of rayon and Acrilan

Look into the fabrics that make life easier for you . . . fabrics made with Acrilan, the amazing new acrylic fiber. They make it easier to look well-groomed, because fabrics made with Acrilan wash quickly, need little or no ironing, hold the smart lines you sew and rarely need pressing. They make it easier to look smart — because there's a whole new flock of spring colors, plain and printed, all rich and elegant to the hand. They even make it easier to sew — because they hold their shape while you cut and while you stitch. Before you go near a scissors this spring, be sure to look into Acrilan.

Fabrics by FABREX: (left and center) "Eyecatcher"; (right) "Keynote"—rayon and Acrilan blends



THE CHEMSTRAND CORPORATION, DECATUR, ALABAMA • NEW YORK OFFICE: EMPIRE STATE BLDG., NEW YORK 1, N.Y.

*Fashion
at your
Scissor-tips*



For a one-piece dress and coat—"Everglaze" Embossed Chambray by J. P. Stevens & Co., Inc. Misses' sizes. Simplicity Pattern #4604



For a two-piece suit and wes-
kit blouse—"Everglaze" Tafco®
Chambray by J. P. Stevens &
Co., Inc. Junior and misses' sizes.
Simplicity Pattern #4562



For a tailored blouse—"Everglaze"
Tafco® Chambray by J. P. Stevens
& Co., Inc. Misses' sizes. Simplicity
Pattern #4552



For a flaring skirt—"Everglaze"
Embossed Chambray by J. P. Stevens
& Co., Inc. Misses' sizes. Simplicity
Pattern #4609

Beautiful Everglaze chambrays
by Stevens*

Fashion excitement, sewing ease—when you sew your new spring wardrobe with wonderful, washable "Everglaze" chambrays by J. P. Stevens. And—whether you choose Stevens' embossed chambray or silky-smooth "Tafco" chambray, you get all the easy-care properties that have made "Everglaze" fabrics famous the world over:

- easy to cut, sew, and tailor
- crease resistant—soil resistant
- shrink and stretch resistant
 - wash or clean beautifully
 - dry quickly
 - little or no ironing
 - stay durably lively and fresh

For easy, fashion-right sewing—choose exciting "Everglaze" chambrays by J. P. Stevens & Co., Inc.

At leading stores everywhere, in a wide range of fresh-as-spring colors.

*A trade-mark signifying fabric processed and tested according to processes and standards controlled and prescribed by Joseph Bancroft & Sons Co.

DuP

For

Be lovely in Lorette

... lots longer !

More pleasure in the wearing, more reward in the sewing, for lovely Lorette by Milliken is the original Orlon-and-wool that actually stays fresh and new-looking lots longer. And this modern life fashion fabric rarely needs pressing . . . keeps pleats and shape, even after washing by hand or machine! See it by the yard . . . in wonderful new Spring patterns, textures, and colors . . . at better stores everywhere.

washable
LORETTE®

55% ORLON®—45% WOOL

by *Milliken*



High-waist princess in luscious shrimp pink, Simplicity 4599, in Junior and Misses' sizes. Trouser-top grey skirt perfectly matched to a striped jacket, Simplicity 4442 in Teen sizes 10 to 16.

*DuPont's acrylic fiber

For the name of the nearest store carrying Lorette by the yard, write: DEERING, MILLIKEN & CO., WOOLEN DIVISION, 1407 BROADWAY, NEW YORK 18, N. Y.

SAG-NO-MOR

worsted wool jersey by *Wyner*

THE FASHION FLATTERY OF JERSEY! The new Spring outfit that's sewn of Sag-No-Mor is finished fashion at its most entrancing. Sag-No-Mor, in an exciting array of plain and patterned jerseys, is designed to tempt you into smarter sewing. As the jersey that always holds its shape, Sag-No-Mor is the inevitable choice of creative designers, fine seamstresses and home sewers. Ask salesperson for tearsheet, "How to Handle Sag-No-Mor Professionally," from booklet at end of bolt or write Dept. S, Wyner Fabrics Ltd., 1441 Broadway, New York 18. Mention nearest city. Enclose self-addressed envelope. Simplicity Pattern #4596

HAT BY JOHN-FREDERICKS



*...the first
thing you see
is the buttons*

Choose La Mode buttons... first in fashion

La Mode designs new buttons the way couturiers design new styles... with a creative approach.

Your own good taste will tell you La Mode buttons do most for your fashions.

Your favorite store has a complete assortment of La Mode buttons for Spring, in every fashion, in every price range... or write us.



8908



861

3576



3578

La Mode

FOR EVERY FASHION... IN EVERY PRICE RANGE

BUTTONS

Since 1877

B. Blumenthal & Co., Inc.
1372 Broadway, New York 18, N. Y.

Also creators of famous Le Chic fashion buttons featured mainly in variety stores



A YARD AND A QUARTER IN EVERY YARD



New, economical Galey & Lord cottons—
in 45-inch widths

Here's real cutting economy...because you get a quarter of a yard more fabric than with the traditional 36" width cottons.

Whether it's for clothing or home furnishings, these new 45" cottons cut to better advantage on most patterns, help you to sew easily and thrifitily. For instance, in curtains, a single width is sufficient fullness for regulation windows.

Look for Galey & Lord's style conscious cottons in the thrifty 45" width at your favorite yard goods counter.

Galey & Lord fabrics from Burlington Mills 
1407 Broadway, New York 18, New York

Very Much at Home

Left — A smart housedress that might well double as a brunch coat on Sunday mornings. This is a Simple to Make style with cuffed sleeves and a surplice front closing. 4474, sizes 12-40, 35c.



Right — A housedress with wrap-around back, Peter Pan collar, cuffs and a handy pocket at the hip. 4526, sizes 12-48, 35c.
All Simplicity Patterns are printed.

Left — A dress with a wrap-around back for half-size figures. Cap sleeves are formed by the extended shoulder line and there's hint of a mandarin collar at the throat. Simple to Make 3945, 12½-24½, 35c.



Right — Another Simple to Make housedress for misses and women. The fitted bodice features a V-neck and the skirt has huge patch pockets. 4015, 12-42, 35c.
All Simplicity Patterns are printed.

now **HANORA** brings you fabulous
 sew-at-home fashion fabrics for coats, dresses
 and robes that are so-at-home in your **BENDIX**
WASHER-DRYER



Simplicity Pattern #4564

Hanora's delightful D'ORELLA, 100% Orlon* Fleece, makes a sprightly Spring topper something extra special. It's feather-light, luxuriously soft . . . warmly welcome for those nippy nights in Spring. Treat it to the gentle yet thorough action of your Bendix—and wear it neat and new-looking again in less than an hour! There's never any loss of color, line or tailoring detail.

In white, nude, pink, coral, blue and maize.

Also available in Frost-Ron Orlon Fleece—in corresponding frosty-tone colors.

Washable Orlon-Taffeta linings available in matching colors.

*Du Pont's Acrylic Fiber
 †Chemstrand's Acrylic Fiber



Simplicity Pattern #4400

You're being "sew-smart" when you choose Hanora's delightful ACRELLA for your new Spring dress. 80% Acrilan and 20% wool, ACRELLA needs no dry-cleaning or pressing. It washes economically, safely, easily—as often as you please in your Bendix!

In cashmere, coral, horizon blue, heather grey, heather tan, green and white.
 At fabric stores and fabric counters of department stores.



Simplicity Pattern #4471

Easy does it! You really relax in your Bendix washable robe of Hanora's lovely KITTENYL Nylon Fleece.

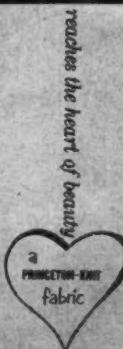
Downy-soft, 100% Nylon, it makes sewing a snap, washing a carefree pleasure!

In white, nude, pink, blue and coral. This pattern is also suited for Hanora's Bendix washable LORONYL, a rich blend of Orlon and Nylon.

HANORA

Fabrics company inc.

1412 BROADWAY, NEW YORK 18



Please send name of nearest store.
 Please send me more information on Bendix Washable:

D'ORELLA Orlon Fleece KITTENYL Nylon Fleece LORONYL ACRELLA

Name _____

Address _____

City _____ Zone _____ State _____

Nearest Large City _____

Like it yourself
in the loveliest
of pure linens

...Old Keltic® irish linens

The very fabric of fashion...
wonderful-to-work-with OLD KELTIC linen!
Yours for the making...in a profusion of colors
that take to tubbing — superbly.
Specially woven to breathe...
Tebilized to keep its crisp freshness.
Sanforized, of course!

SIMPPLICITY PATTERN
No. 4546

You can tell
it's OLD KELTIC
by the name stamped
on the bolt end.

For your color chart of OLD KELTIC IRISH LINENS in 28 ravishing colors, mail this coupon to BLACKSTAFF LINENS, INC., 15 West 37th St., New York 18, N. Y.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

The Decorative Apron



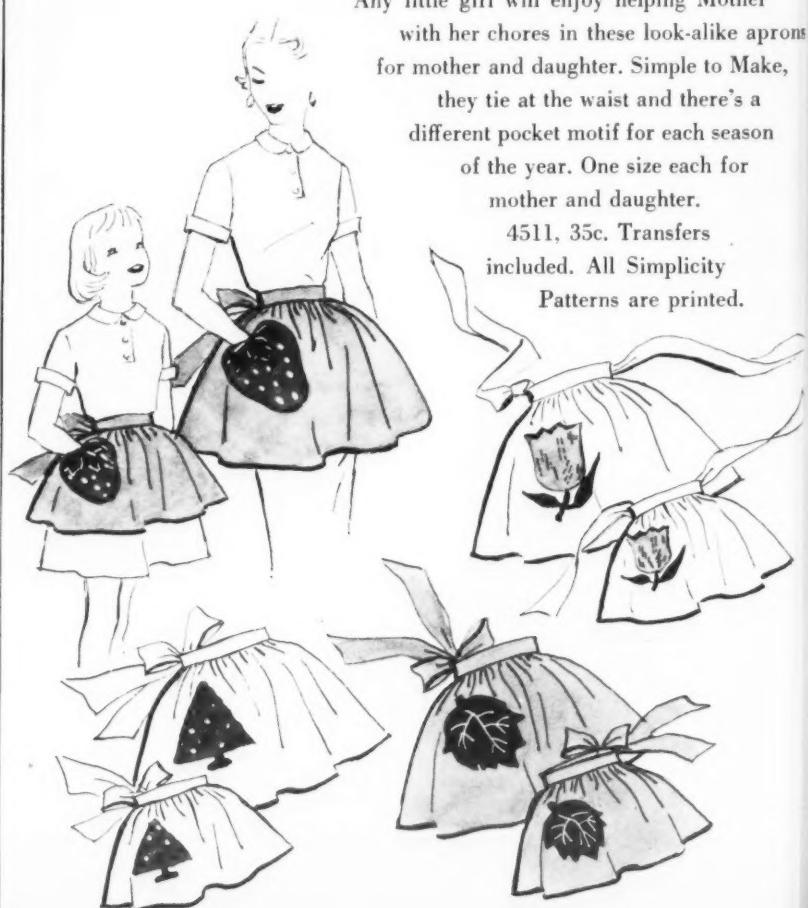
Left: A pretty cobbler's apron with a sweetheart neckline and cap sleeves.

Transfer included. 4546 one size, 35c.

Right: A wrap-around apron to keep you pretty in the kitchen. Scoop-necked and sleeveless, it comes in sizes 12-44. 4514. 35c.



Center: Another cobbler apron with three handy pockets. Instructions for a potholder are included in this Simple to Make style in small, medium, and large sizes. 4492. with transfer, 35c. All Simplicity Patterns are printed.



Any little girl will enjoy helping Mother with her chores in these look-alike aprons for mother and daughter. Simple to Make, they tie at the waist and there's a different pocket motif for each season of the year. One size each for mother and daughter. 4511, 35c. Transfers included. All Simplicity Patterns are printed.

Anybody can wash

LEBANON[®]

*luxurious, by-the-yard, Sanforlan**

WASHaFLAN* and WASHaJERSI

with safety, ease, and speed!

WASHaFLAN is a remarkable flannel blend of 85% wool and 15% nylon that keeps its soft, smooth finish even after a trip to the washing machine. WASHaJERSI, a fine 100% wool jersey, emerges from careful sudsing looking soft, fluffy, and sparkling bright. There is no substitute for these amazing Lebanon fabrics. Both are popularly priced, and sold by-the-yard in more than 2,000 fine stores over the country. At stores listed, or for store nearest you, write to Lebanon Fabrics Corp., 450 Seventh Avenue, New York 1, N. Y.

Simplicity Patterns

#4614 Dress and jacket of WASHaFLAN
#4386 Child's jumper of WASHaFLAN,
blouse of WASHaJERSI

Akron, Ohio	Polsky's
Blackfoot, Idaho	C. C. Anderson
Boise, Idaho	C. C. Anderson
Boston, Mass.	Jordan Marsh
Baltimore, Md.	O'Neill's
Bridgeport, Conn.	Read's
Butler, Pa.	Troutman's
Cincinnati, Ohio	Rollman's
Cleveland, Ohio	Sterling Lindner Davis
Columbus, Ohio	Morehouse-Fashion
Connellsburg, Pa.	Troutman's
Dallas, Texas	Titch-Goettinger
DuBois, Pa.	Troutman's
Easton, Pa.	Laubach's
Everett, Wash.	The Bon Marche'
Framingham, Mass.	Jordan Marsh

Grand Rapids, Mich.	Herpolsheimer's
Great Falls, Mont.	The Paris Co.
Greensboro, N. C.	Meyer's
Greensburg, Pa.	Troutman's
Hamilton, Ohio	Robinson-Schwenn
Harrisburg, Pa.	Pomeroy's
Idaho Falls, Idaho	C. C. Anderson
Indiana, Pa.	Troutman's
Jackson, Mich.	Field's
Kansas City, Mo.	Peck's
Lake Charles, La.	Muller's
Lebanon, Pa.	The Bon Ton
Lewiston, Idaho	C. C. Anderson
Logan, Utah	C. C. Anderson
Longview, Wash.	The Bon Marche'
Lowell, Mass.	The Bon Marche'
Lynchburg, Va.	Guggenheim's

Middletown, Ohio	John Ross
Minneapolis, Minn.	Donaldson's
Muskegon, Mich.	Hardy-Herpolzheimer's
New Castle, Pa.	The New Castle Store
New York City	Gertz, Jamaica
New York City	Gertz, Flushing
New York City	Stern Brothers
Northgate, Wash.	The Bon Marche'
Ogden, Utah	C. C. Anderson
Paterson, N. J.	Quackenbush's
Pendleton, Oregon	C. C. Anderson
Pontiac, Mich.	Waite's
Pottsville, Pa.	Pomeroy's
Pueblo, Colo.	C. C. Anderson
Rapid City, S. D.	Donaldson's
Reading, Pa.	Pomeroy's
Richland, Wash.	C. C. Anderson

San Antonio	Joske's of Texas
Savannah, Ga.	Levy's
Seattle, Wash.	The Bon Marche'
Spokane, Wash.	The Bon Marche'
Springfield, Ohio	Edward Wren
Springfield, Mo.	Heer's
St. Paul, Minn.	The Golden Rule
St. Petersburg, Fla.	Maas Brothers
Syracuse, N. Y.	Dey Brothers
Tacoma, Wash.	The Bon Marche'
Tampa, Fla.	Maas Brothers
Twin Falls, Idaho	C. C. Anderson
Walla Walla, Wash.	The Bon Marche'
Warren, Pa.	Metzger-Wright
Waterloo, Iowa	Black's
Wilkes-Barre, Pa.	Pomeroy's
Yakima, Wash.	The Bon Marche'



It's cotton picking time!

Stoffel's
fine fabrics



Simplicity
Pattern No. 4619



Voile... Enchanting prints and plains, extra fine woven quality.
Tebilized* for tested crease-resistance, pre-shrunk.†

Sportaire... Woven in threaded checks, plaids, clipped
effects. Sanforized*, anti-crease.

Pageant Prints... New crispness in colorful abstract and Paisley
designs. Pre-shrunk, Tebilized* for tested crease-resistance.

—All guaranteed washable—

Look for the name Stoffel's when you buy cottons by the yard.

Among the many popular Stoffel's fabrics are:

Iridot*

Swiss Organdie

Swiss Batiste

Tinydot*

Frostint* Organdie

Piques

Stoffel & Co., Inc., 271 Church Street, New York 13, N. Y.



*®
†Shrinkage will not exceed 2%.

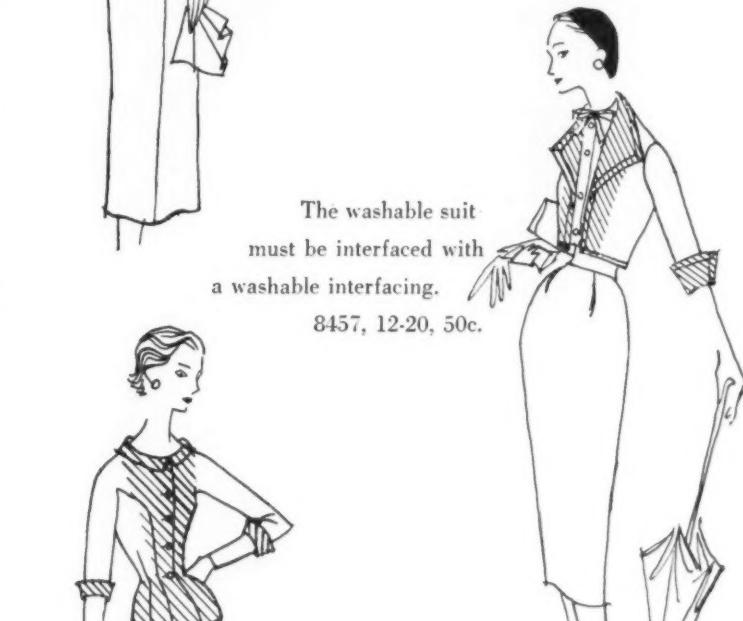
Presenting: A New Washable Interfacing

David B. Carmel & Co., distributors of Armo Hair Canvas for suits and coats, have developed the first washable, woven interfacing. Known as "Form-Ite", it has been especially created for use with the many wonderful, washable fabrics now available for all types of fashions. Made of cotton and rayon, it is 25" wide in white, black, natural, and is resilient and crush-proof, easy to sew, quick drying, and retains its shape. We recommend it for the types of garments shown here:

The tailored blouse
achieves its crisp look
with front and details
interfaced. 4237, 12-20, 35c



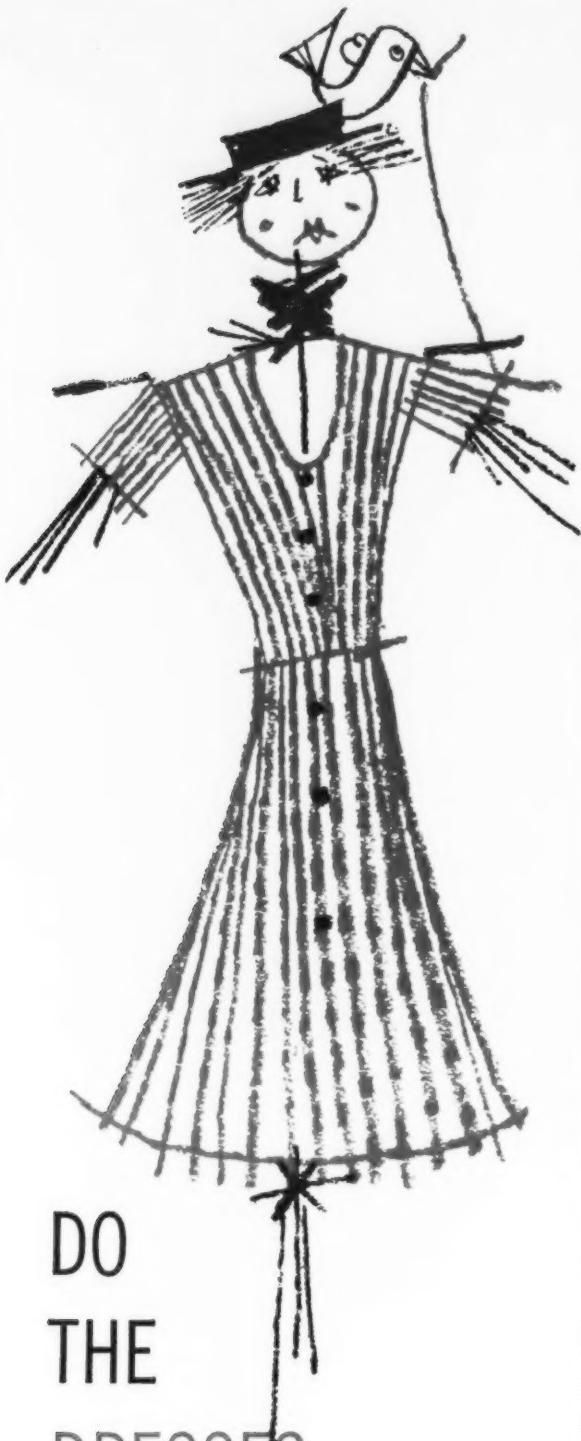
The tailored fit is
made possible by the use
of interfacing on bodice
and skirt. 4574, 12-20, 35c.



The washable suit
must be interfaced with
a washable interfacing.
8457, 12-20, 50c.



The soft suit
maintains its fitted
appearance when properly
interfaced. 4551, 12-20, 35c.



DO
THE
DRESSES
YOU MAKE
LOOK
LIKE
THIS?

COLLAR

Formite interfacing gives it the shape the designer intended and keeps it that way.

CUFFS

Formite keeps cuffs crisp and shapely always.

FRONT

Formite interfacing placed in the front of your dress assures a smart, flattering shape for the life of the fashion.

FLAIR

Formite is the important medium for interfacing fashion-favored bouffant skirts and keeping them in shape. It is also a necessity for bows, drapes and other haute couture inspirations.

Do your home sewn dresses lack the professional touch?

Do the important details lie limp instead of holding their shape after washing and dry cleaning?

Now, using washable woven FORMITE interfacing, you can guarantee the shape of your fashions and be proud to say "I made this dress myself."

For interfacing your suits and coats use shape retaining ARMO Hair Canvas available in the width and weight your fashion requires.

When buying interfacing remember to ask for genuine FORMITE for dresses and ARMO for suits and coats. Check the identification to be sure.

DAVID B. CARMEL & CO., INC.
1407 Broadway, New York 18



WASHABLE



Tested and approved
by Lux Laboratories

FORMITE

EVERSHAPE

INTERFACING
GUARANTEES
LASTING SHAPE



When in doubt-don't

What a waste of time and effort—when the cotton dress you sewed so perfectly shrinks so badly!

Don't take a chance!
Insist on seeing "Sanforized"
on the bolt end of any cotton
material *before* you buy.

Better look twice! Make
sure the bolt end reads
"Sanforized" . . . then you
know your cotton can never,
never shrink out of fit . . .
out of style.



Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

*make it sleek,
make it demure,
make it from Erwin denim...*

Choose from many colors, two
denims, each with its own fashion
story. You'll delight in
Erwin's WHITE SAIL®
and BLUSURF,® denims
with a delicate air,
surprising endurance.

WHITE SAIL is the lightest weight
denim yet made... is cotton
strengthened with nylon. It's
a generous 41 inches wide...
Sanforized... washes and irons
like any fine cotton.

BLUSURF is a light weight
dress or playclothes denim,
soft-of-hand yet crisp in appearance
...36 inches wide, Sanforized.

When you're ready to sew,
ask for either at your
favorite piece-goods
department.

Or write us for
the name of the
nearest dealer.

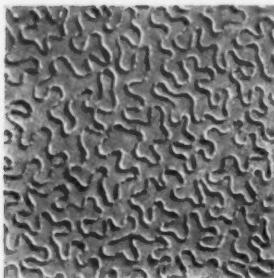
ERWIN MILLS

DURHAM • NORTH CAROLINA

 ERWIN



Cording—fashionable "finish" for slipcovers . . . and garments, too.



Metallic Stitch—so glamourous. Another SINGER fashion specialty.



Bouclé Stitch—far easier than it looks. Gay on table mats, dresses.



Binding—sew on one or several rows at a time . . . varied widths.



Setting in Zippers—no pucker. SINGER sews close and smooth.



Zigzag Stitch—for lovely decorative effects or setting in lace.



Ruffles, Gathers, Pleats—a SINGER forms them as it stitches!

World's favorite sewing machine for 100 years.
See the newest models tomorrow!

SINGER SEWING CENTERS
THERE'S ONE NEAR YOU TO SERVE YOU

Whatever
you want to sew,
you'll sew it
better on a
SINGER



Invisible Hems—thread doesn't show on the right side at all!



Spark Stitch—dainty for dresses, blouses. Simple the SINGER way!



Hemstitching and picotting—touch of luxury for curtains, linens.



Appliqués—they go on like magic with SINGER's smooth stitch.



Deep-pile Rugs, fancy trims—easy, inexpensive on a SINGER.



Quilting—easy as 1,2,3. Popular for skirts, bedspreads, cushions.



DON'T BE MISLED.

* SINGER sells and services its products only through SINGER SEWING CENTERS, identified by the Red "S" Trade Mark on the window, and listed in your phone directory under SINGER SEWING MACHINE CO.

At right is the SINGER SEWING CENTER at 717 Wheeling Avenue, Cambridge, Ohio. There are more than 1400 others from coast to coast.





is the season when nature bursts into and fashion breaks

into and Wamsutta opens its anthology of "POETRY-in-PRINTS"!

Colors as brilliant as the lines of ...patterns as pure as a sonnet by

cottons that are an ...all in with the finest in fashion...

all in rhyme with the best in taste...all of them are lyrical examples of why

THE NAME SMART WOMEN

Cotton TO IS
WamSutta*

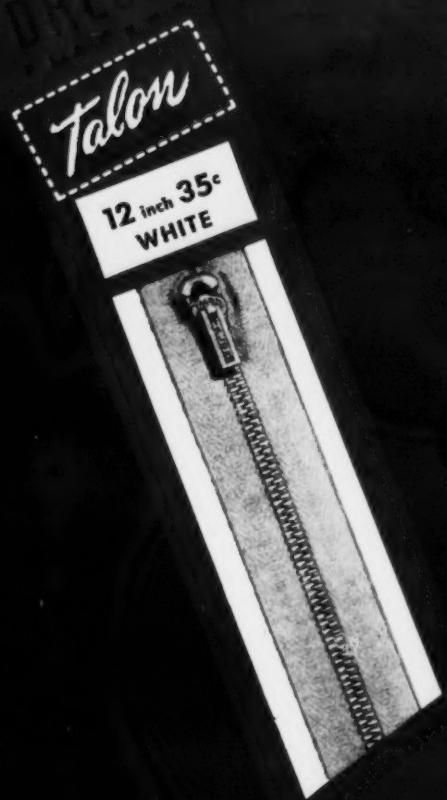
Fashion cottons galore in LUSTERCALE,
LUSTERSHEER*, WAMCO*,
—and this season's highlight,*

"Poetry-in-Prints"

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DRESS

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WHITE

DRESS

12 inch 35¢

Simplicity

1954 Spring Pattern Book



We show our cover costume in a blue as soft as the first Spring days. It's Simple to Make and is in washable and crease-resistant Moygashel Irish linen. The dress and jacket are Shanlin; the polka-dot accents Marathon linen. Talon "Seam-Thin" zipper. 4559, sizes 11-18, 50c. Ektachrome by Lillian Bassman

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SIMPLE-TO-MAKE, SIMPLE-TO-CARE-FOR

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Portfolio of Simple to make and Simple to care for Fashions

With another season at hand you'll be planning a new wardrobe. In our introductory portfolio we've collected a group of clothes that are not only very Simple to Make, but a joy to care for as well, and this year there's a bonus for the woman who sews. The news is in fabrics. They are prettier than ever, and, now thanks to science and industry, they practically take care of themselves. All are washable, most are crease-resistant, and many require only the touch of an iron or no pressing at all. You'll find these new fabrics and a complete selection of clothes in our Simple to Make pages. This means a maximum of style with a minimum of pattern pieces, buttonholes, and elaborate detail. We feel sure you'll enjoy making them and know they'll be fun to wear. And for you who would know your fabrics, here is a glossary of the terms we have used in this issue which are trademarks of treatments applied to some of the fabrics on the following pages.

Everglaze — makes cottons and rayons resistant to wrinkles, spots, mildew and soil, washable and quick-drying or dry cleanable.

Sanforized — makes cotton shrink and stretch resistant.

Sanforlan — makes woolens shrink and stretch resistant after washing without matting or felting.

Tebilized — makes cottons and rayons resistant to wrinkles.

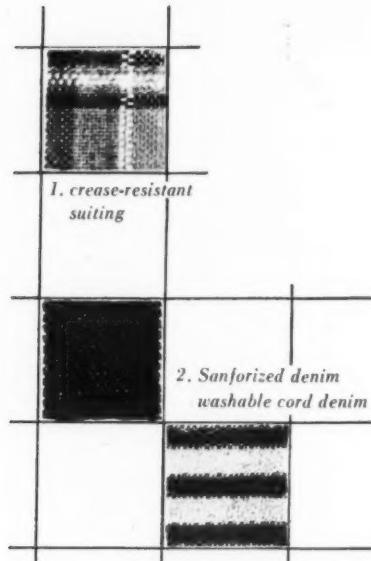


Simple to make . Simple to care for

The Box Suit Ensemble



KAREN FADKAI



Opposite page: A pink and grey plaid suit with a cardigan neckline to wear for Spring and into Summer.

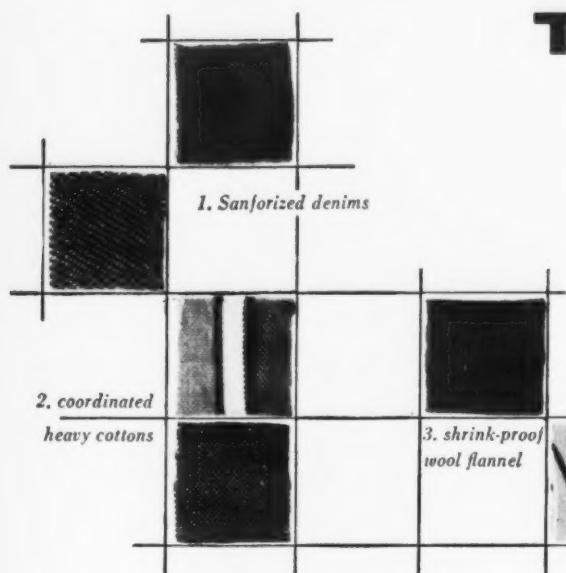
The fabric is very 'easy to care for' and quick drying as well. It's Milliken's washable Lisbon, in crease-resistant Acilan and rayon suiting. La Mode buttons. 4561, sizes 12-20, 50c.

Above: a three-piece costume with the jacket lined to match the blouse. Erwin's plain Blu-Surf and striped Cool-Cord Sanforized denims. Pellon washable interfacing. 4562, sizes 11-18, 50c.

Backviews p. 64. Yardages p. 66. Accessories p. 62. All Simplicity Patterns are printed.

Simple to make
Simple to care for

The Box Suit Ensemble



1. Sturdy tubbable separates of Avondale Onyx Sportdenim. The jacket has a pointed collar and is trimmed in checked ribbon. 4554, sizes 12-20, 35c. Skirt 4491, sizes 24-38, 35c.
2. Another versatile outfit in bold striped denim. Jacket and skirt of Avondale Sanforized Dublin. Jacket 4554, sizes 12-20, 35c. Skirt 4491, sizes 24-38, 35c.
3. A cardigan suit of Lebanon Washaflan —wool and Du Pont nylon, Sanforlan, to keep its shape when washed. La Mode buttons. Braid trim by Franken. 4395, sizes 11-18, 50c.



1

KAREN RADKAI



2

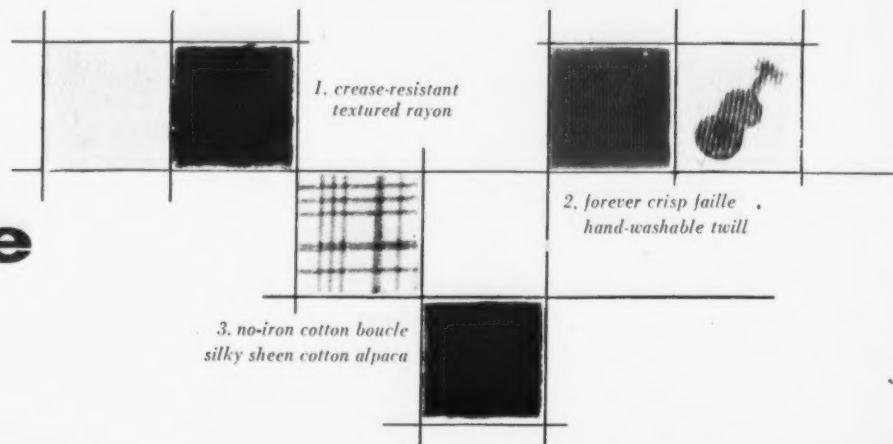


4. Suit of a delectable sherbet shade, always crisp and pretty because it's Tefilized for crease-resistance. Fluegeman washable fabrics. Suit of Ruff-Lin, A Guild Cotton. 4171, 11-18, 50c. Blouse and lining: Everglaze Sera-Sheen. 4180, 12-40, 35c. Bkws. p. 64. Ydgs. p. 66. Accessories p. 62. All Simplicity Patterns are printed.



Simple to make • Simple to care for

The Straight-Line Sheath



ELUCER

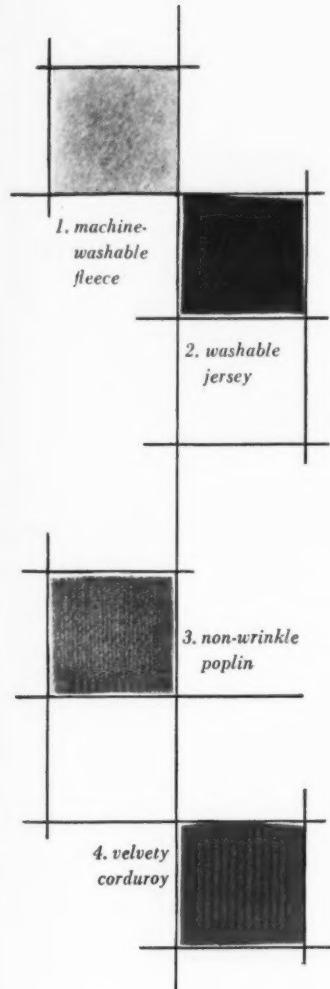
The narrow look makes news for Spring in smart ensembles.
 1. Opposite page: Slender and shaped, the straight line sheath with an air of elegance and composure. We show it with a three-quarter-sleeved jacket for cool days, a short-sleeved version for warmer days, and simply on its own. The fabric is Lankenau's Bark-Lyn textured rayon and it's wrinkle-resistant and washable. 4558, sizes 12-20, 50c. BGE buttons and Pellon washable interfacing on these pages.

2. A pretty print with a coat lined to match. Skinner fabrics: the coat, Danza Faille; the dress and lining hand-washable acetate twill. Bac-A-Belt self belt. 4557, sizes 11-18, 50c.
 3. Dress with contrasting coat and cuffed jacket to match. Coat of Galey & Lord crease-resistant Grana cotton alpaca. Dress, lining, and jacket Shagbark cotton boucle — a washable, crease-resistant fabric. 4604, 12-20, 50c. Bkvws. p. 64. Ydgs. on p. 66. Accessories p. 62. All Simplicity Patterns are printed.

Simple to make

Simple to care for

The Straight-Line Coat



A wearable, washable quartet of wonderful coats to make a success of all your Spring ensembles.

1. A coat of palest blue fleece with classically casual lines. This collarless cardigan style is made of Hanora Orella fleece of Du Pont Orlon and has an Orlon lining as well. 4402, sizes 12-20, 50c.
2. The perfect addition for any Spring outfit — a coat with gently flaring lines and deeply cuffed sleeves that slip easily over a suit or flatter a pretty dress. Lebanon Sanforlan Washajersi. 4191, sizes 11-18, 50c.
3. Another coat inspired by the becoming cardigan. This one is in a new khaki shade of heavy cotton and has flaps that look like pockets. Dan River Sanforized Wrinkl-Shed Nugget Poplin. 4557, sizes 11-18, 50c.



3

4. Color Photograph: Lean coat in a velvety siren red with a belted back and flat leather buttons. Juilliard Featheroy hand-washable corduroy. 4564, sizes 12-20, 50c. La Mode buttons and Pellon washable interfacing on these pages. Backviews are on p. 64. Yardages p. 66. Accessory information p. 62. All Simplicity Patterns are printed.

PLUCER



4

Simple to make
Simple to care for

The Jiffy Dress



1



2

1. A slender dress for casual daytime wear. Made of Wesco's Wash-O-Matic Belfast butcher rayon, crease-resistant and guaranteed washable. 4523, sizes 11-18, 35c.
2. Boat-necked and becoming. The easy skirt is cinched at the waist. Simtex Custom Cotton; crease-resistant and Sanforized for lasting fit. 4398, 11-18, 35c.
3. Under a box jacket, a slim dress gathered at the shoulder; a tie at the back of the neck. Beekman's washable, crease-resistant Linbark cotton. 4597, 12-20, 50c.

1. machine-washable
butcher rayon

2. shrink resistant
heavy cotton

4. The very breath of Spring — a dress of Bates Disciplined cotton that stays pretty. The fabric is washable, crease and spot-resistant and irons like a hankie. 4582, sizes 11-18, 35c. Backviews page 64. Yardages page 66. Accessory information is on page 62. All Simplicity Patterns are printed.



3



4

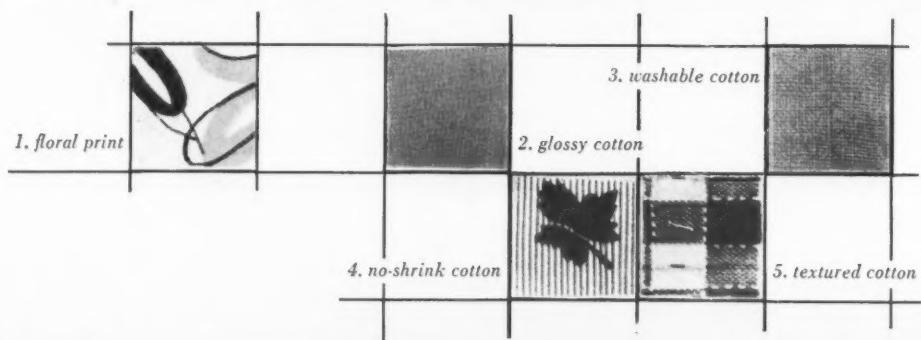
3. textured,
wrinkle-proof,
plain and
twin-print cottons

4. cotton print
guaranteed
against wrinkles

Simple to make • Simple to care for



DERUJINSKY



Gay Young Cottons

Opposite Page: 1. and 2. Two views of our full-skirted charmer with tiny cap sleeves and a cuffed

3



boat neckline that dips to a V in back. They're both Lowenstein cottons: the flowered dress is a Courtesy Print; the melon shade is a wrinkle-proof Coronet broadcloth, Mercerized for a shiny finish. 4556, 11-18, 35c.

3. A surplice dress with a gentle skirt for easy walking, a wide cummerbund to flatter your waist; casual push-up sleeves. Washable Indianhead cotton. 4153, 11-18, 35c.

4. A sleeveless dress with a tiny banded collar and a wonderful skirt of unpressed pleats. The inverted pleat of the bodice.

points to a tiny waist. Washable and

Sanforized, it's a Wamsutta Poetry in Prints cotton inspired by a line from Keats. 4619, sizes 11-18, 35c.

5. A dress with this season's stand-away neckline and sparkling white accents of fresh pique. It's made of Mooresville Mills Sanforized Novelty Cotton check.

4583, sizes 11-18, 35c. Buttons by La Mode.

Backviews are on page 64. Yardages page 66.

Accessory information is on page 62.

All Simplicity Patterns are printed.



4

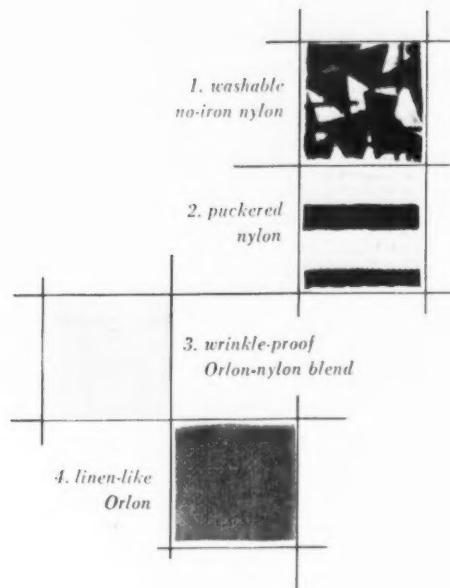


5

Simple to make . Simple to care for



1



The No-Wrinkle Blouse

1. A blouse in an abstract print that washes like a dream and needs no ironing. Belding fabric of Du Pont nylon. 4552, sizes 11-18, 35c.
2. The same Belding fabric in a stripe makes a blouse with a fresh, young detail — the perfect complement for a Spring suit. 4552, sizes 11-18, 35c.
3. A blouse with a bow as fresh as Spring itself. It's as practical as it is pretty because it's made of Mallinson checked sheer of Du Pont Orlon and nylon — a washable fabric that dries quickly. 4180, sizes 12-40, 35c.
4. Jewel-neckline blouse with tab detail and a contrasting stripe from sleeve to sleeve. Mallinson, washable, no-iron Air Spun of Du Pont Orlon. 4434, sizes 10-20, 25c. Costumaker buttons on these pages. Yardages p. 66. Backviews p. 64. Accessories p. 62. All Simplicity Patterns are printed.



2



3

DERUJINSKY



Noted For Comment —

The Stand-Away Neckline

4551 — A dressmaker suit with the curved and fitted line that's so good this Spring. Of Wesco's crease-resistant Dot N' Dash rayon and acetate. Form-rite sheer canvas interfacing. Sizes 12-20, 35¢.

4553 — A little Empire blouse with a smart-stand-away collar. 12-20, 35¢.

4618 — The slim dress with a smooth hipline, and rounded, short-sleeved bodice. Sizes 12-18, 35¢.

4561 — The box-suit takes up the stand-away motif. Its narrow skirt has a simulated fly front and the short jacket features patch pockets. Mooresville crease-resistant suiting of rayon and Du Pont nylon. Earl-Glo lining. Sizes 12-20, 50¢.



4549 — A little jacket that will make a costume of all the slim dresses you'll be wearing this season. It falls straight from the shoulder, stopping just in time to show a small waist, and features three tiny buttons towards the top. Blackstaff Sanforized and crease-resistant Irish linen. Sizes 11-18, 35¢. La Mode buttons. Backviews p. 64. Yardages p. 66. Accessories p. 62. All Simplicity Patterns are printed.



4550 — A plaid suit, slim of skirt, with a molded jacket fitted close to the waist and flaring

over the hips. 12-20, 50¢.

4620 — A sleeveless dress softly draped and tied at the shoulder. Sizes 12-20, 35¢.

4620

4567

HIMMEL



4567 — A smart dress with a slashed neckline and indented closing. Cohama cotton and Chromspun Town Par. 12-20, 35¢.

4599 — A dress with the abbreviated bodice and long smooth fit of the Empire line. Note the new stand-away collar. Of Moygashel crease-resistant Shanlin Irish linen. 11-18, 50¢.

Noted For Comment The Shaped Look

Fashion has many shapes this Spring and we show you here a variety of the highlights to help you plan your wardrobe.

The fitted sheath, the crisp, rounded look of dresses and suits, and the slim coat dress with back fullness. Also, two interpretations of the princess line; one the Empire bodice fitted high under the bosom, the other classic and molded.

4487 — Sheath dress with draped collar. Simple to Make 12-20, 50¢



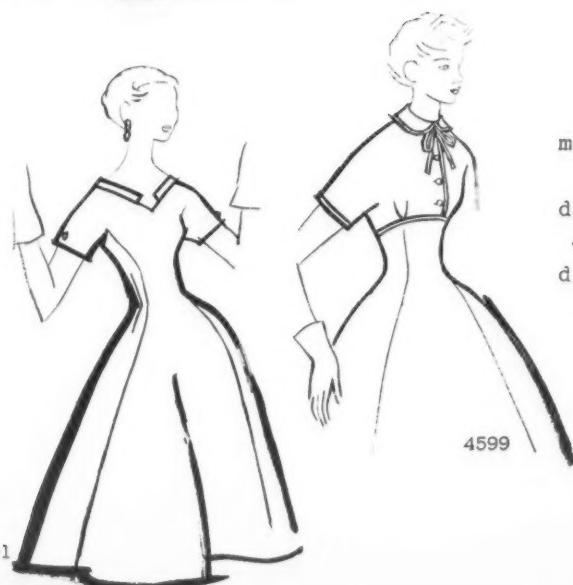
4574



4550

4550 — Suit dress of Moygashel crease-resistant Shanlin Irish linen. 12-20, 50¢.

4574 — Double-collar dress of Wesco rayon and acetate crease-resistant Painted Desert. Sizes 12-20, 35¢.



4599

4599 — A well cut dress with Empire lines. The full skirt might take a petticoat. 11-18, 50¢.

4601 — Princess dress with well-defined bodice details. 11-18, 35¢.

4427 — A slender column of a coat dress with buttons from neck to hem and back fullness. Schwarzenbach Mardi Gras Chromspun Faille. 12-40, 50¢. Seely Shoulder Shapes on these pages. Buttons by BGE. Backviews p. 64. Yardages on page 66. Accessories p. 62. Simplicity Patterns are printed.



4427



4487

Noted For Comment The Little Cover-Up

HIMMEL



4549 — A cool, sleeveless jacket to wear over slim clothes throughout the Summer. Wm. Lind Alreco Birdseye pique. 11-18, 35¢.



4555 — Short-sleeved cardigan with attractive transfer design. 11-18, 35¢.

4376 — A hip-length topper to wear over your Spring suits. Sizes 11-18, 35¢.

4555 — Pretty twosome, a sleeveless blouse and short cardigan. Of Wyner's Sag-No-Mor worsted Jersey. Franken trim. Sizes 11-18, 35¢. Bkws. p. 64. Ydgs. p. 66. Accessories p. 62. All Simplicity Patterns are printed.





With Easter in Mind

five pages of pretty, spring fashions

A jersey ensemble of casual elegance

to take you anywhere in style.

Wyner's Sag-No-Mor worsted and

rayon straw jersey.

Armo hair canvas interfacing.

B.G.E. Buttons. Accessories page 62.

4596, sizes 12-20, 50c.

With Easter in Mind—an array of color

With the pleasant days ahead we welcome the change from

the subdued colors of the past months to this colorful selection for Spring.

4389 What the well-dressed will wear, a basic sheath dress worn

under the box cardigan jacket, the stole completes the outfit.

All three items included in pattern. Sizes 11-18, 50c.

4525 A practical two-piece dress with a Spring air

about it. The crisp jacket takes on the appearance

of an overblouse with two roomy pockets. Detachable

collar and cuffs included in pattern. Sizes 11-18, 35c.

4525

4370 The slender line of

the casual Chesterfield coat.

It is double-breasted and has

three pockets. A touch of velvet

on the collar. 11-18, 35c.

4370

4563 A classic suit that's always

appropriate. The trim jacket is tailored

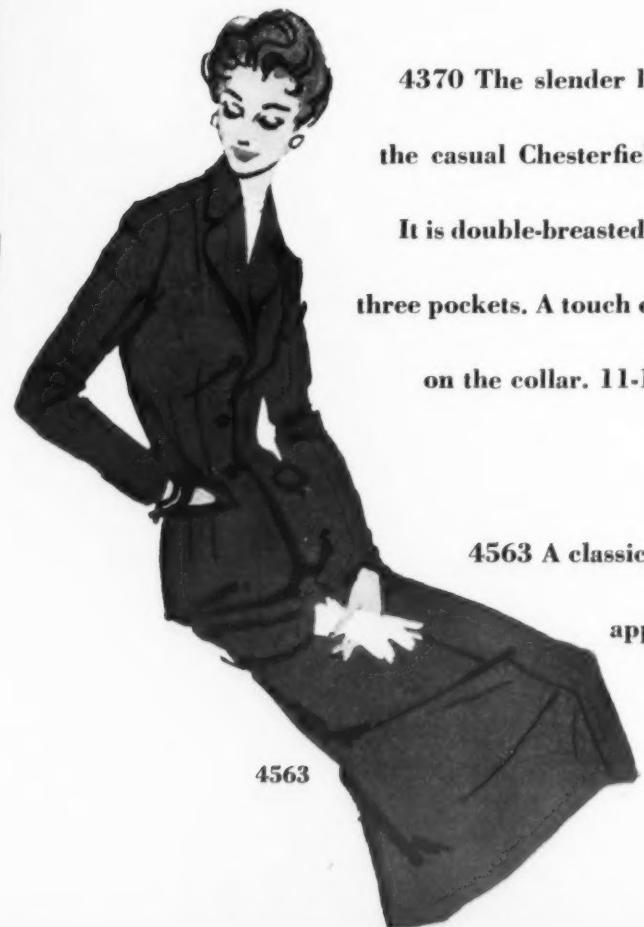
to fit your figure. The skirt is simple

and narrow. Sizes 12-40, 35c.

4563



4389



4563



4525

4370



4429

4429 A fresh and appealing look to a basic dress than can be dressed up or down with each accessory change. The jewel neckline has a single button. We like it in a bright check fabric. Sizes 12-20, 35c.



4445

4445 The simple elegance of a dress and jacket. The jacket fits to the waist and has make-believe pockets.

The slim sheath underneath has a wide, shaped neckline. 11-18, 50c.

4459 A Spring charmer with shirtwaist bodice, for those who prefer a graceful skirt.

Sizes 12-20, 35c. Backviews on pg. 64.

Yardages on pg. 66.

All Simplicity Patterns are printed.



4459

OLSON



With Easter in Mind—a very special costume

Now that Easter is at hand the Spring season is ushered in officially. Select your new wardrobe from our collection of very pretty costumes.

4465 A tiny pocket tops the unusual bodice treatment of this otherwise basic dress. For a crisp note add the pert bow, detachable collar and cuffs. 11-18, 35c.

8490 For that extra coat in your closet, or your only coat for in-between seasons, this hip-length topper

will fill all your needs. It features a gently flared back, long, widely cuffed sleeves and tip stitch trimming all around the coat edge. Misses' and Women's sizes 12-40, 50c.

4183 A princess style suit that's a delight to own. It's suitable for either casual or dressy wear, depending on the fabric you make it in. The neatly fitted jacket has slanted welt trim. The skirt has four gores and is moderately flared. Misses' and Women's sizes 12-42, 50c.



4436 A new interpretation of a tapered

box jacket. Contrasting collar,

cuffs and pocket flaps.

Skirt has a center front

pleat. Sizes 12-44, 50c.



4467 As becoming as can be, this dress

will gather compliments from the

first day you wear it. The

front closing buttons up to a jewel

neckline. Moderately flared skirt.

Sizes 11-18, 35c.



MARIA MARTEL

4569 This season the two-piece costume is a must

in every woman's wardrobe. The shaped neckline of this

slim dress is trimmed with braid. The box jacket is enhanced by a shawl collar.

Botany's Thistle worsted bouclé. Earl-Glo lining. Armo Interfacing.

Sizes 12-42, 50c. Backviews pg. 64. Yardages pg. 66. Accessories pg. 62.

All Simplicity Patterns are printed.



Children Love
Mother
and Daughter
Fashions



Mother and Daughter often take the same point of view when it comes to fashions. They both like these sleeveless jiffy dresses with yoked bodices and tiny banded collars. They're Simple to Make fashions of Fruit of The Loom percale. Mother's dress 4582, 11-18, 35c. Daughter's 4579, 7-14, 35c.

When the warm Spring days turn towards Summer a girl likes the comfort of a sleeveless dress with a low neckline. This one is especially pretty with bows at the shoulders. These jiffy dresses are Simple to Make and daughter's is like Mother's in every detail. Mother's 4582, 11-18, 35c. Daughter's 4579, 7-14, 35c.

There's something fresh and charming about peasant blouses worn with full dirndl skirts. The blouses can be worn on or off the shoulder and it would be fun to make petticoats to match. Directions for shorts are included in the pattern. Simple to Make styles. Mother's 4292, 11-18, 35c. Daughter's 3874, 7-14, 25c.

These twin dresses with their puffed sleeves have a demure old-fashioned appeal. There's pretty scalloping for detail and the skirts are stitched to striped flounces. Small collars trim the necks. Mother's dress has a neat self-belt, 3791, 11-18, 35c. Daughter's has a wonderful sash, 3808, 1-6, 35c. Backviews page 64. Yardages page 66. All Simplicity Patterns are printed.



Children Love Fashions

4449—Every little girl looks forward to dancing school when she wears a pretty dress. This one is a princess dress like mother's with scalloped collar and cuffs. We've made it in Crompton's Carnation Red velveteen. Sizes 7-14, 35c.

4581—Little girls who know fashion will recognize the ensemble look in this three-piece outfit. Sizes 7-14, 35c.

4576—Nothing could be smarter for outer wear than this child's dress coat with detachable collar and cuffs,

and pert beret to match. Sizes 1-6, 35c.

4451—The box-suit costume with a flared skirt and easy jacket. The weskit nips to a neat waist. Sizes 7-14, 35c.

4480—Even the youngest girls are interested in pretty clothes. Simplicity has taken their interest to heart with this charming dress. It has a scalloped yoke and sweet, puffed sleeves. The gathered skirt has a corded waistline to make a firm anchor for the sash, and there's a two-inch hem to grow on in the pattern. It's made of D&H Grant's imported English tartan gingham. Sizes 1-6, 35c.





That Look Grown-Up

4577—This little girl, believing in teamwork, has paired a checked skirt with a box jacket. The skirt features an important-looking pleat and the jacket is short-sleeved. Sizes 7-14, 35c.

4578—Young men like sturdy, well-tailored clothes.

This one is very much at ease in his casual corduroy jacket and slacks with cuffs just like Dad's. Sizes 4-12, 35c.

4500—There's something about a knife-pleated skirt that all school girls love, and when you add a grown-up looking stole you really have an outfit. This one's a boon to mothers, for it's a Simple to Make style and comes in sizes 7-14, 35c.

4456—Your little girl will feel very efficient taking phone messages in this one piece dress and fitted checked weskit. It's made of cotton and worsted washable Lanella. Sizes 1-6, 35c.

4455—A real man's coat cut down to pint-size. Well tailored, it features slash pockets, a buttoned fly-front closing, and a matching cap. Rosewood Hollywood flannel. Form-ite sheer canvas interfacing Earl-Glo lining. Sizes 1-6, 35c. Costumaker buttons. Backviews on page 64. Yardages page 66. All Simplicity Patterns are printed.

ESTA



LITO



Children Love Fashions

4485 — A yoked smock with an appliqued pocket. We've made it of Bates Disciplined Broadcloth so that it stays crisp.

A Simple to Make style with the transfer for the applique in the pattern. Sizes 2-8, 35c. The trousers to wear with it are:

3248 — Pedal pushers with turn-up cuffs and slant pockets. Made of Bates Disciplined Broadcloth. Sizes 1-6, 25c.

4276 — There's more than meets the eye to this play outfit. Underneath the gathered skirt there's a pair of cuffed shorts. Blouse, skirt, and shorts, sizes 7-14, 35c.

4452 — A boy likes to be comfortable when he plays and this lumber jacket is sturdy and practical.

Classic little boy shorts come with it. Sizes 7-14, 35c.

4541 — A blouse and wonderful full skirt

with plenty of leg room for active games. Sizes 7-14, 35c.

4501 — Four pocket apron with amusing applique. Fruit of the Loom percale. With transfer, sizes 1-6, 35c.

4233 — Worn with it, a demure dress with short, puffed sleeves and a high neckline. Fruit of the Loom percale. Sizes 1-6, 35c.





That Take to Play

More sturdy play clothes for children to romp and play in. 4316 — What could be more fun to wear than a dress with a petticoat? This one is gathered across the hips and back and scalloped at the pocket and neckline edges.

The petticoat has three self-ruffles. Sizes 7-14, 35c.

4543 — A sport shirt like Dad's, meant to be worn outside the trousers. Note the easy collar and handy pockets. 4-14, 35c.

4417 — Toddlers will love the beguiling bunnies on these sturdy overalls with suspenders that cross in the back and a bib front.

There's a matching jacket with patch pockets and the whole outfit is made of Reeves plain and plaid Sanforized denim. 1/2-3, 35c.

4384 — A smock-apron with slacks to match is just the thing for play. The apron has a demure little Peter Pan collar and three roomy pockets for toys. The slacks have crisp cuffs and elastic casing for good fit at the waist.

Fruit of the Loom striped and plain percale. Sizes 1-6, 35c.

BGE buttons are used on these pages. Backviews are on page 64. Yardages are on page 66. All Simplicity Patterns are printed.

Teens—A Look of Their Own

A calendar
of pretty clothes
to wear
through a busy week



SUNDAY

Go calling in our suit with its slim skirt and neat box jacket. It's made of Botany Sanforlan Sportster and Princette flannel. Form-ite sheer canvas interfacing, BGE buttons, 4442, teen sizes 10-16, 35c.



MONDAY

Start the school week in a blouse of Security striped worsted jersey and a skirt of Leon Bauling flannel. The cardigan blouse is 4536, teen sizes 10-16, 35c. The slim skirt is 4537, teen sizes 10-16, 35c.



TUESDAY

Take time off for a coke in this dress with its fitted middy bodice, rolled cuff collar and smartly lined stole. In Everglaze Rustlo Taffeta and Sparta Satin Stripe by Peter Pan, 4475, teen sizes 10-16, 35c.

WEDNESDAY

When the phone rings you'll be all ready for your date in our Simple to Make halter dress. The skirt is four gored and the bound neckline ties in back. Cone Sanforized Playtime denim, 4344, teen sizes 10-16, 35c.

THURSDAY

A flocked gingham outfit for any occasion. The fitted weskit, triangular stole and softly pleated skirt are made of Forge Mills Check-A-Chick, and the buttons are by BGE. The three pieces, 4392, teen sizes 10-16, 35c.

FRIDAY

Slim and well-groomed — a narrow skirt with jerkin to match and a three-quarter sleeved blouse. The jerkin and skirt: Juilliard bulky tweed. Blouse: Heller worsted Turin jersey 4425, teen sizes 10-16, 35c.

SATURDAY

For Spring Proms — a ballerina length dress that's Simple to Make. California Handprints Kalua cotton, 4426, 10-16, 35c. Bkws. p. 64. Ydgs. p. 66. Accessories p. 62. All Simplicity Patterns are printed.

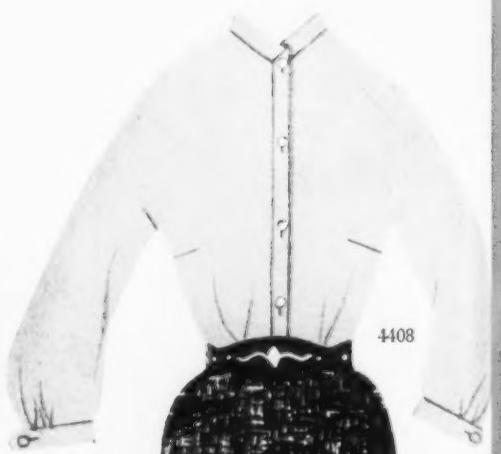
A Collection of Separates In



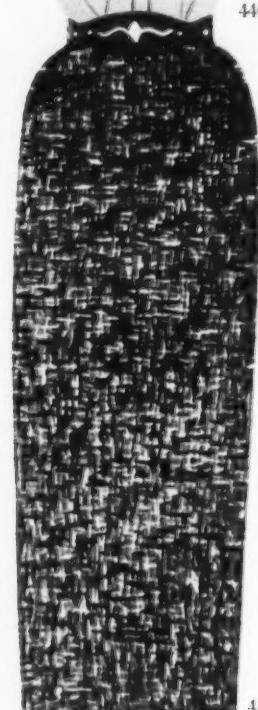
4530



4553



4408



4431

3798

4530 — Polka-dot blouse with a smartly cut collar. Sizes 12-20, 35c.

3813 — A full circle skirt that's Simple To Make. Waist sizes 24-32, 35c.

4553 — A stand away neckline blouse with a bow at the throat and short sleeves. Sizes 12-20, 35c.

4253 — Only four pattern pieces for a Simple To Make skirt styled with soft pleats. Waistband sizes 24-32, 35c.

4408 — Sleeves and blouse are cut in one for this three-quarter sleeve top with banded detail. Sizes 12-20, 35c.

4431 — Slim skirt, pockets at the hip. Waistband sizes 24-32, 35c.

4506 — Purse. One of several accessories in this pattern. 35c.

3813



4506

In Popular Pairs



New
Accents
in
Black
and
White



For a season of contrasts —
a two-piece suit dress
in black and white,
molded close for fit, and
shaped over the hips.
The short-sleeved jacket sits
low on the shoulder,
flattering a pretty throat,
and the skirt is pencil slim.
4551, sizes 12-20, 35c.



Always good, now better than ever, the crisp, precise contrast of black and white in a group of wearable clothes for you to make. This sleeveless dress in one of the season's new floral prints, has an easy skirt and a soft, young collar. The little cardigan jacket is banded in fabric to match the dress and is included in the pattern. Made of Springknight Sanforized cotton print. Form-ite sheer canvas interfacing. 4566, 12-20, 35c.

A bolero suit with
a collarless weskit blouse,
a straight skirt,
and braid trim on the
abbreviated jacket.
A Simple to Make style,
4562, sizes 11-18, 50c.



The news is in
the lining. A slim
white sheath with
matching jacket
lined and collared in
black and white checks,
4614, sizes 12-20, 50c.



A charming floral
print with a dropped
neckline, a bodice that
points to a small waist,
and a soft, full skirt. A short
jacket (not shown) comes
with the pattern. 4605,
sizes 12-18, 50c.

SHAHBEGIAN

ABBE



The essence of fashion — a smooth sheath dress with a cowl neckline that flows to a V in back and ends in a pretty bow. Its inky blackness is punctuated with white pique detail and pearl buttons on the sleeves. Springknight Sanforized cotton. 4602, sizes 11-18, 35c. The hat, one of several accessories, 4506, 35c. BGE buttons. Backviews p. 64. Yardages p. 66. Accessories p. 62. All Simplicity Patterns are printed.



Maternity Fashions

**Designed to Keep You Comfortable,
Well-Groomed and Pretty**

Today's mother-to-be can now look as chic and well groomed as the slimmest girl in town. On these pages we've selected a wardrobe of comfortable clothes both tailored and dressy to take you through your waiting period. Our model was eight months pregnant when these photographs of her were taken.

1. Large photo: A crisp street length duster in Widder's Town Talk silk shantung taffeta. You'll find numerous occasions to wear this party coat-dress. 4535, Junior Misses' and Misses' sizes 11-18, 35c.
2. A two-piece suit dress, the neckline trimmed with braid. The slim skirt has a low cut front, pleat at center back. Skinner Danza bengaline. Armo interfacing. Transfer included. 4444, 11-18, 50c.
3. A boat-shape neckline to show-off your slim throat. Small cowl collar, pert sleeve edge ties to a bow. Large patch pockets. The slim skirt is adjustable. Cotton and worsted washable Lanella. 4534, 11-18, 35c.
4. Another wonderful suit-dress in wool flannel. Two pockets hidden in the side front seams. Detachable collar and cuffs. Slim skirt is cut low in front. Botany's Reedston flannel. Armo interfacing. 4560, 12-20, 35c.
5. The shoulder to shoulder neckline of this two-piece cotton dress is filled-in with a Peter Pan dickey. D. & H. imported English gingham. 4534, in sizes 11-18, 35c. Backviews on pg. 64. Yardages on pg. 66. Accessory information pg. 62. All Simplicity Patterns are printed.



4



3



5

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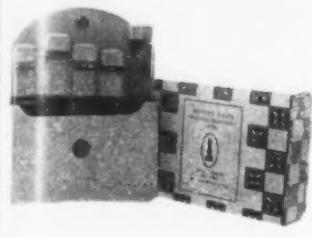
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NAME _____ STREET _____

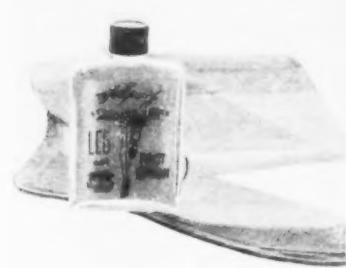
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Beauty Notes



Five different vials of Roman Bath Oil by Mary Chess in plastic travel kit. Sprinkle a little in your bath water — will soften and perfume your skin. \$4.50 plus tax.



Pamper your stockings and your feet with Holeproof Stocking Saver lotion. Continued application will smooth legs and feet and save on hosiery bills. 79c, no federal tax.



Joni's cloudburst of *White Rain* Lotion Shampoo — 16 economical sizes of hair care to keep handy for the whole family. Leaves hair lustrous and manageable. \$1.75 the bottle plus tax.



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Weck's Cream Treatment is a new help in making dry and damaged hair soft and manageable again. Also effective in dandruff removal. Tube (1½ oz.) 75c. Jar (2 oz.) \$1.00. Both plus tax.



Keep your Pond's Angel Face Case immaculate by replacing the puff from time to time. The replacements, called Vani-Puffs, are custom-made to fit the Pond's case. 10c.



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"Bell Silhouette"—Ever-popular, ever-versatile suit dress with new, shapelier lines. Pellon interfacing is a must for molding the hip line of the jacket as well as for the collar and cuffs.
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Accessory Information

Here is a listing of the accessories used to complete the costumes in this issue and the page numbers on which they are featured. The New York address of each manufacturer is given. Write to him; he will tell you what store in your vicinity carries the merchandise. Don't order from him; his is not a retail business and he is not equipped to serve you.

Bags

- | | |
|-------------------|------------------|
| Ronay Bags | Pgs. 23, 26, 27, |
| 1 East 33 Street | 45, 52, 53 |
| Roger Van S. Bags | Pgs. 24, 25, 28, |
| 11 West 32 Street | 29, 38, 39 |
| Ingber Bags | Pgs. 36, 37 |
| 347 Fifth Ave. | |

Belts

- | | |
|----------------|-----------------|
| Calderon Belts | Pgs. Cover, 23, |
| 389 Fifth Ave. | 30, 31, 32, |
| | 33, 45, 52, |
| | 53, 56, 57 |

Gloves

- | | |
|------------------|------------------|
| Superb Gloves | Pgs. 23, 24, 25, |
| 240 Madison Ave. | 26, 27, 28, |
| | 34, 35, 40, |
| | 58 |

- André David Gloves Pg. 22
2 West 47 Street

Hats

- | | |
|---------------------|-------------|
| John-Frederics Hats | Pgs. 26, 45 |
| 29 East 48 Street | |
| Jolles Hats & Bags | Pg. 58 |
| 33 East 33 Street | |

Jewelry

- | | |
|-------------------|------------------|
| Bartek Jewelry | Pgs. 22, 24, 25, |
| 366 Fifth Ave. | 36, 41, 57 |
| La Tausca Jewelry | Pgs. Cover, 34, |
| 411 Fifth Ave. | 35, 45 |
| Monet Jewelry | Pgs. 28, 29, 30, |
| 6 East 32 Street | 31, 35, 40, |
| | 56 |
| Richelieu Jewelry | Pgs. 32, 33, 36, |
| 389 Fifth Ave. | 37, 58, 59 |

Scarves

- | | |
|----------------|------------------|
| Emily Wetherby | Pgs. 22, 28, 29, |
| Scarves | 41 |
| 37 Park Ave. | |

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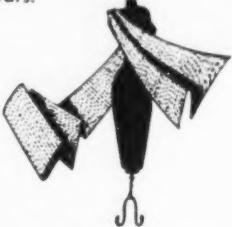
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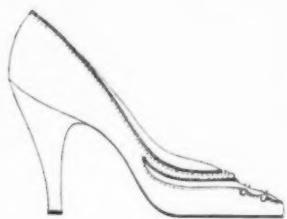
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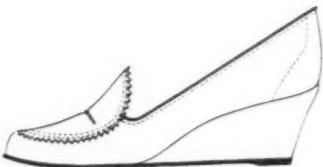
Foot Notes



A new low wedge shoe, "Petit Point" by Joyce. A pointed toe and square vamp topped by a tiny gold buckle. \$10.95



For tailored or dress wear, a smart pump with an underlay of white trimming across the front. Mademoiselle \$16.95



A wonderful walking shoe to wear with your casual clothes. A 2 inch wedge. "Soft-Suiters" by Joyce. \$14.95



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Sum Magic

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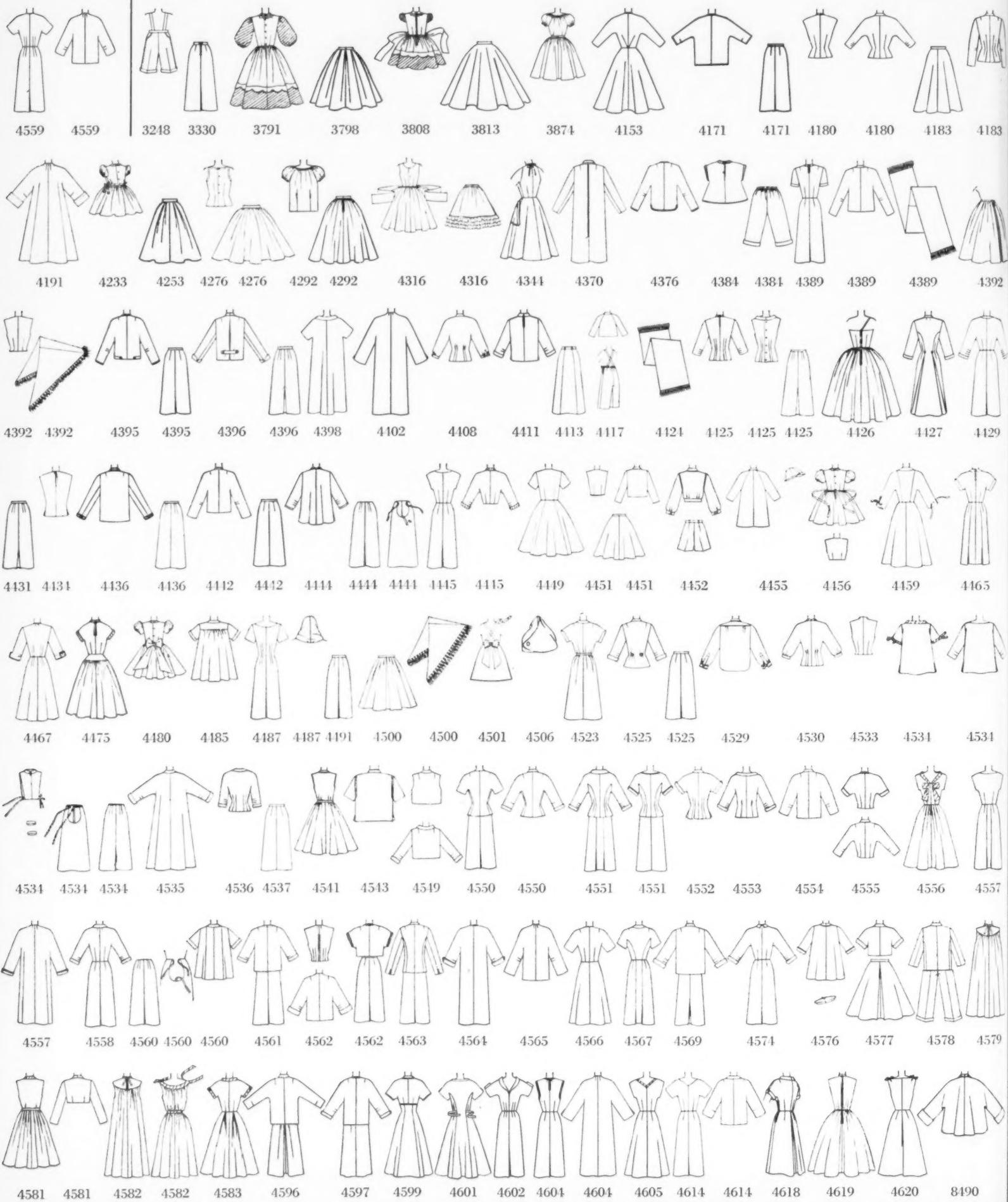
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Pattern
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California
Hand Prints
Yukon
No. 3201

**CALIFORNIA HAND PRINTS, INC.
HERMOSA BEACH, CALIFORNIA**

FRONT COVER

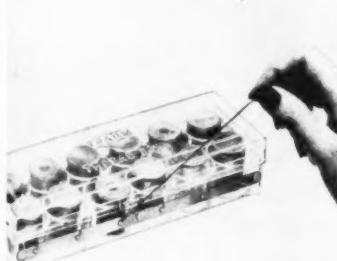
BACKVIEWS FOR STYLES SHOWN IN THIS ISSUE



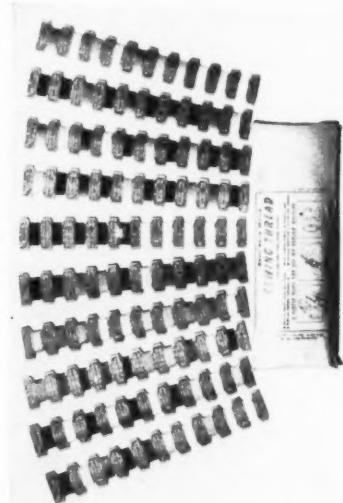
Sewing Circle



Skinner satin blanket bindings are available for home use when old bindings wear. Made of woven acetate with a ravel-free seal-edge, they are packaged by Trimtex. A selection of ten colors in two widths is available, \$1 and \$1.50 each. Each package has enough yardage to bind an oversize blanket. At notions counters everywhere.



This thread box by David Traum is just about the handiest notion a seamstress can have. Made of clear, sturdy plastic, it holds 12 regular or small thread spools which permits thread colors to be seen at a glance. The top is equipped with a stainless steel bar which provides cutters for each spool of thread. Lengths of thread may be cut without removing the cover of the box. \$1.39 no tax. At notions counters everywhere.



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No.	Pages	Size	Yards	Width
3248	50	4	1½	35"
3330	55	28	1½	54"
3791	47	14	bodice and skirt 3¾	35"
			stripe contrast 2½	35"
3798	55	28	1¾	54"
3808	47	4	bodice and skirt 1½	35"
			stripe contrast 1¾	35"
3813	54	28	3¼	54"
3874	47	10	blouse 1¾	35"
			skirt 2¾	35"
4153	33	14	4¾	35"
4171	25	14	3¾	35"
4180	25	16	1¾	35"
4180	35	16	1½	41"
4183	44	16	2¾	54"
4191	28	14	3¾	54"
4195	55	med.	½	35"
1233	50	4	1¾	35"
4253	54	28	2¼	54"
4276	50	10	2¾	35"
4292	47	14	blouse 1¾	35"
			skirt 2¾	35"
4316	51	10	3¾	35"
4344	53	12	3¾	35"
4370	42	14	2¾	54"
4376	40	14	1¾	54"
4384	51	4	apron 1	35"
			slacks, collar, cuffs & binding 1½	35"
4389	42	14	dress 1¾	54"
			jacket & stole 3¼	54"
4392	53	12	skirt 2¾	35"
			weskit & stole 2¾	35"
4395	25	14	2¾	54"
4398	30	14	3¾	39"
4402	28	16	3¼	54"
4408	54	16	2¼	39"
4411	55	14	1¾	54"
4413	55	28	1¾	54"
4417	51	2	2¼	35"
4424	55	one size	1	54"
4425	53	12	blouse 1	54"
			jerkin & skirt 2¾	54"
4426	53	12	6½	39"
4427	39	16	3¾	44"
4429	43	16	2½	54"
4431	54	28	1¾	54"
4434	35	14	1½	39"
4436	45	16	3	54"
4442	52	12	jacket 1¾	54"
			skirt 1½	54"
4444	58	14	3¾	39"
4445	43	14	dress & collar & cuffs for jacket 2¾	35"
			jacket 1¾	54"
4449	48	10	3¼	35"
4451	48	10	2¼	54"
4452	50	10	pants ¾	54"
			jacket 1¾	54"
4455	49	4	coat 1¾	54"
4456	49	4	dress 1¾	35"
			weskit ¾	35"
4459	43	16	3	54"
4465	44	14	3¾	35"
4467	45	14	2½	54"
4475	52	12	dress & stole 4¼	35"
			stole facing & collar & cuffs 1¼	35"
4480	48	4	dress 1¾	35"
			contrast ¾	35"
4485	50	4	1¾	35"
4487	39	16	4¼	44"
4491	24	28	1¾	35"
4500	49	10	skirt & stole 2¼	54"
4501	50	4	7¾	35"
4506	54	one size	bag ¾	35"
4506	57	22½	hat ¾	35"
4519	55	14½	½	35"

No.	Pages	Size	Yards	Width
4523	30	14	3¼	39"
4525	42	14	2¾	54"
4529	55	14	2½	35"
4530	54	16	2¾	35"
4533	55	14	1¾	35"
4534	59	14	short sleeves 3¾	35"
4534	59	14	% sleeves 4¾	35"
4535	58	14	¾ sleeves	35"
4536	52	12	3¼	41"
4537	52	12	1¾	54"
4541	50	10	blouse 1¾	35"
			skirt 2½	35"
4543	51	9	1¾	35"
4549	37	14	2	36"
4549	40	14	1½	36"
4550	38	16	3	54"
4550	39	16	3¾	36"
4551	36	16	3¾	45"
4551	56	16	top 2¼	35"
			skirt 2½	35"
4552	34	14	1¾	39"
4552	34	14	stripe fabric 1½	45"
4553	37	16	2½	39"
4553	54	16	2½	35"
4554	24	16	2½	36"
4554	24	16	stripe fabric 2½	35"
4555	40	14	three-quarter sleeves 1¾	51"
4555	40	14	short sleeves 1½	35"
4556	32	14	dress 4½	36"
			contrast ¾	36"
			dress all one fabric 5¾	36"
4557	27	14	coat 4½	36"
4557	27	14	dress & coat facing 6%	36"
4557	29	14	coat 3	54"
4558	26	16	dress & jacket 4½	45"
4558	26	16	dress 2½	45"
4558	26	16	jacket 1½	45"
4559	21	14	dress & jacket 4½	36"
			contrasting jacket facing & bow 2%	36"
4560	59	16	8	54"
4561	22	16	3¾	45"
4561	37	16	3½	45"
4562	23	14	jacket & skirt 4¾	36"
4562	57	14	jacket facing & weskit blouse 3½	36"
			skirt 1½	36"
			blouse 1½	36"
4563	42	16	2½	54"
4564	29	16	5¾	36"
4565	43	16	2½	54"
4566	56	16	dress & jacket trim 4½	36"
			jacket 1½	36"
4567	38	16	3	45"
4569	45	16	3¾	54"
4574	39	16	2½	45"
4576	48	4	1¾	54"
4577	49	10	jacket 1½	35"
			skirt 2½	35"
4578	49	8	jacket 1½	54"
			trousers 1½	54"
4579	46	10	lengthwise stripe 3¾	36"
4579	46	10	3¾	35"
4581	48	10	skirt & bolero 2½	54"
			blouse & bolero lining 2½	35"
4582	31	14	5½	36"
4582	46	14	lengthwise stripe fabric 5½	36"
4582	46	14	5	36"
4583	33	14	4¾	36"
			contrast ¼	36"
4596	41	16	4½	45"
4597	31	16	dress & lining for jacket 5	36"
			jacket 2½	36"
4599	38	14	¾ sleeves 5	36"
4599	39	14	4½	36"
4601	39	14	5½	35"
4602	57	14	3¾	36"
4604	27	16	dress 2½	44"
			dress & coat lining 5¾	39"
4604	27	16	coat 4	39"
			jacket 2½	44"
4605	57	14	4½	39"
4614	57	14	5½	36"
4618	37	14	3½	30"
4619	33	14	border print 5	35"
4620	38	16	3½	35"
8490	44	16	3	51"

W
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Junior Shoe Box

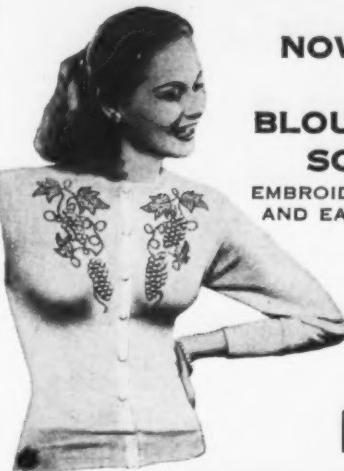
Your child will be the envy of her classmates in these tassel loafers with real fur vamp. Sizes 12½ to 3. \$6.95. By Sandler of Boston.



A saddle shoe as soft as glove leather. Crepe Aire Sole. Children's sizes 12½ to 3, \$7.95. By Sandler of Boston.



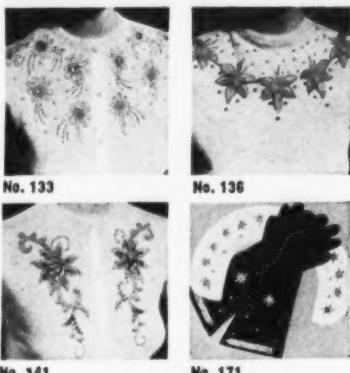
A blue calf T-strap shoe with white piping — just as dainty and lady-like as could be. Sizes 5½-8, \$5.95. By Sandler.



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EMBROIDER ALL YOUR ACCESSORIES QUICKLY
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Complete Kit contains full size pattern and all beadcraft materials necessary: beads, pearls, bugles, drops, rhinestones, jewels, beading needles. Illustrated easy-to-follow instructions included. Priced from \$1.29 to \$3.98.

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It's easy, it's inexpensive to make your own smart decorations. The Walco quality line is made to suit America's fashion conscious women, to make them more glamorous and to give them the finest quality products at the lowest possible cost. It's fun fashionable and economical to trim with Walco materials.

WALCO products are available at leading department and variety stores



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- Enclosed is 25c for sample embroidery pattern, instructions, literature plus 16 page booklet on costume and decorative jewelry.
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A lot of fashion—for little money—and so quick and easy to make thanks to your Wiss Pinking Shears. These *quality* shears give a decorative, ravel-resistant finish and that professional look. They will cut all types of fabric even in multiple thicknesses. For the "Pinker Capelet" pattern, send 25¢ to Dept. SD, J. Wiss & Sons Co.

Choose the Wiss Pinking Shears that best fit your needs!

Junior Pinker CB 5—5½"—\$4.25. For all home uses; especially fine for appliques and intricate pinking. Chrome plated, \$4.75.

Model CB 7—7½"—\$6.95 (illustrated below). Ideal size for all sewing projects where a ravel-resistant or fashion finish is needed. Chrome plated, \$7.95.

Model CB 9—9"—\$7.95. Great favorite with professional tailors and dressmakers. Chrome plated, \$8.95.



Wiss Felt Packet—holds six pieces 6" x 9" felt, envelope of "jewels," with a professional needle, and patterns for ten appliques. At your notions counter or send \$1 to Dept. SD.

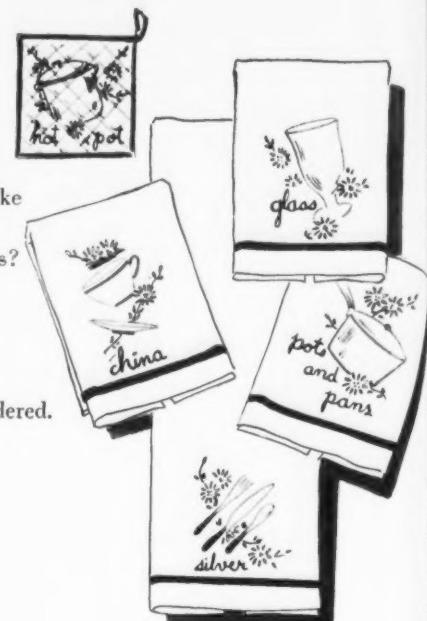


J. WISS & SONS CO., NEWARK 7, N. J.

Manufacturers of Shears, Scissors, Pinking Shears,
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Needlework Novelties

Here are five clever ideas for gift items for you to hand embroider. Why not make these wonderful novelty items for shower gifts or bazaar prizes? There are five transfers designs for kitchen trim. We have put them on tea towels and a pot holder, but they'll be gay on whatever they're embroidered. Two of each motif, 4049, 25c.



These cuddly, soft animals are wonderful toys for the baby, or the older children will love them for bean bags. They vary in size from 5½" to 9½" high. Use your leftover scraps of gay materials, firm cottons or felt. Simple embroidery stitches are used for cute faces and outlines. Six different animals included in pattern envelope. 4510, 25c.



Whether your child is partial to Mary's Little Lamb or Peter Rabbit, he or she is sure to like these animal motifs. Ten other animals are also included in the pattern; ideal for children's clothing or nursery pictures, 4044, 25c. All Simplicity Patterns are printed.

Doll Clothes



For a beautiful doll,
a round of pretty new clothes.
She might wear the formal with
its own slip to a dance party, the
cow-girl outfit to a costume party.

When summer rolls around she'll be glad for a cool organdie dress
and the grateful shade of a matching picture hat. Also bolero suit, tam,
a coverlet, pillow slips for doll's own carriage. 3729, 14"-21", 35c.



For the youngest dolls
and their young mothers, a complete
layette including patterns for a diaper and shirt, slip, dress, carriage
coat, bonnet, rompers, sleeper, long and short kimonos. Any real baby
might well envy this collection, with its authentic detail. 4129, for
Baby Dy-Dee dolls. 11"-18", 35c. All Simplicity Patterns are printed.

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world of
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Costumakers BUTTONS



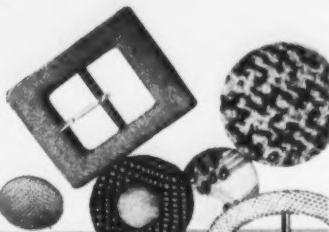
Paris is seething with the
fashion excitement of buttons!
You'll find it in Costumakers...
button inspirations from Paris
designers and all the world's
fashion centers... to center
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An unbelievable 10¢, 25¢, 39¢ and 59¢
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Costumakers BUTTONS
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"THAT ARE MORE THAN BUTTONS!"

LIDZ BROTHERS, INC., 250 W. 36th ST., N.Y. 18



gay Spring hats so easy to make!



Give your spring hat a new personality by appropriating one of Dad's ties. Starting from narrow end, cut yourself a hat band. Cover oval Prims buckle from remaining part of the tie. Sew buckle to cut end of tie, buckle band onto hat.



Cut pique fabric double, cut one interfacing. Place interfacing between fabric, sew together. Cover Prims buttons of graduated sizes with pique. Overlap hat $2\frac{1}{2}$ " in back, sew 2 rows of buttons to overlap, lace together with narrow cording. Finish off with spaced columns of graduated buttons.



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Cover-Your-Own
BUTTONS • BUCKLES

RECOMMENDED FOR FABRIC OF MONEY
Guaranteed by
Good Housekeeping
AS SEEN IN ADVERTISED THIS MONTH

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fashion
in so
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the "belle" of the
evening in an
H. BATES NYLON NET
Sold at leading
fabric counters from
coast to coast.

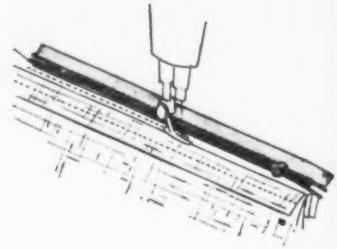
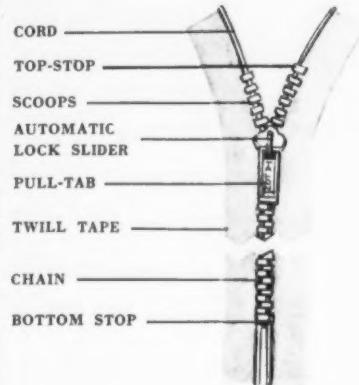
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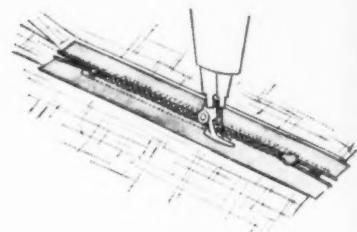
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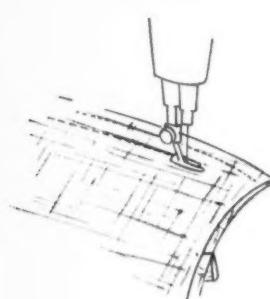
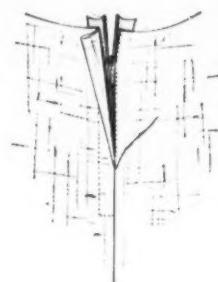
The Skirt Zipper



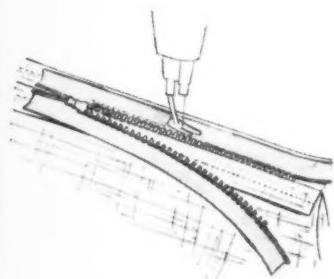
Close zipper. Turn zipper face-up. Smooth back seam allowance at edge of zipper and stitch to tape.



Turn zipper face-down, flat on seam. Stitch across lower end, up front alongside of chain.



Machine-baste (long stitch)
placket opening. Press seam



Attach zipper or cording foot to machine. Open zipper. Place face-down on back seam allowance with edge of teeth at seamline and bottom stop at end of basting. Stitch to seam allowance alongside of zipper.

Press application. Remove machine-basting from seamline.

Here are a few more fine points on putting in skirt zippers. Keep zipper taut when measuring for placket length. Turn up its pull-tab when stitching. When turning corners, place needle in fabric, raise presser foot and pivot on needle. Lower foot and stitch. Let stitching fan out slightly around slider. Tie loose thread ends on last stitching outlining placket. Clip loose thread ends. Trim tape ends flush with top of skirt before attaching waistband. Work from inside of garment when removing machine-basting from seamline. Press placket on inside of garment. With towel under placket and damp press cloth over zipper, hold iron lightly over placket. Allow steam to penetrate cloth.

Wash-Day Data

The woman who sews is as concerned about taking care of the clothes she makes as in the initial effort she puts into them. She learns right at the yard goods counter which fabrics have synthetic ingredients, which are wholly "nat-

ural"; which are washable; which must be dry-cleaned. And, if like most of us, she's budget conscious, she knows that automatic home laundering is less expensive than dry-cleaning, as well as more effective for those fabrics not injured by soap and water.

Having decided on the type of machine she wants, the homemaker should come to know her water supply. Water dissolves practically anything it touches which makes it an ideal dirt chaser, but



These Bendix matched appliances, an automatic washer and dryer make an ideal home clothing care unit when combined with sewing and ironing equipment. The manufacturers will gladly answer laundering questions.

also means that it is rarely pure and almost always has minerals dissolved in it. High mineral content makes water "hard". In this case it is best to add chemical softener to your cleansing solution to protect your clothes.

Water temperature is also important in cleansing. Hot water of



If space is your problem — Bendix automatic washer and dryer unit.

about 145° gets clothes the cleanest, but some fabrics cannot take this heat, and water from 95°-100° will cleanse them adequately.

The third essential of washing is soap or detergent to lessen the resistance between soil and water. The amount to be used depends on the amount and type of soil in the clothes; the amount, hardness, and temperature of the water used.



"Society" Chromspun Taffeta



from the looms of

Simplicity Pattern
No. 4601



your sewing talents deserve the best!

For lasting results, use the finest fabric for your fine sewing . . . and Schwarzenbach's "Society" Taffeta — the original Chromspun Taffeta — tops them all. Imitated by many, surpassed by none, this yarn-dyed glowing Taffeta with locked-in color, drapes beautifully . . . never fades . . . inspires compliments for you and your fashions. Schwarzenbach — first and foremost in Chromspun weaves.

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SNAP DRESS
Simplicity Pattern
No. 4539



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DOT[®] SNAPPER PAK

with attaching tool... 25¢

Don't ever try to attach snap fasteners by make-shift methods! If you want to experiment with Dot Snappers before you invest in the complete kit with professional attacher, ask at notion counters for the Dot Snapper Pak with attaching tool. John Dritz & Sons, New York 10.

snap! it's open!

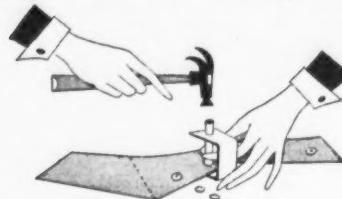
snap! it's closed!

It's a snap with

DOT



Save 1½ hours sewing time!



Only Dot Snappers have this professional attaching tool.

Why spend fifteen minutes apiece making buttonholes, when Dot Snappers go on in just two minutes? Have the same fabric-flat laundryproof fasteners you find on good ready-made garments. Dot Snappers are easy to put on with the special attaching tool. You save time other ways, too, with these modern fasteners. They work in a flash, go through the laundry like a breeze. Be sure you get genuine Dot Snappers. Ask to see the attaching tool. At notion counters only; no mail orders, please. John Dritz & Sons, New York 10.

DOT SNAPPERS KIT

\$1.00

Refills 25¢

Half Size Fashions

4435 — This timeless box suit will be in fashion for many seasons to come. Sew the hip-length jacket in tweed, the slim skirt in a matching solid color. Sizes 12½-24½, 50c.



4435

4573 — A dress and jacket ensemble is a practical two-some for the first cool days of Spring. The narrow dress has short sleeves and neckline that dips to a V in front. The cardigan jacket has three-quarter length sleeves. Sizes 12½-24½, 50c.



4573



4572

3635 — For town or country wear, a two-piece dress. The collarless jacket has small half-moon pockets; three-quarter sleeves. Wear it belted over the gently flared skirt. 12½-24½, 35c.



3635

4572 — A flattering dress for the half size figure. Points of interest: horseshoe neckline, graceful sleeves, roomy pockets in skirt. Wonderful in a silk print. 12½-22½, 35c.

All Simplicity Patterns are Printed. See pattern envelope for backview and yardage information.

Fashions for Women

4448 — A charming tailored dress you'll feel at ease in for any informal occasion. The blouse-like bodice features a generous pointed collar and a front closing held by

one large button. The graceful skirt is gored, allowing ease of movement. Sizes 12-48, 35c.

4520 — A slenderizing one piece dress that can be changed-about by accessories. Many rows of horizontal tucking across the bodice front. The narrow skirt has an inverted front pleat and two roomy pockets. Sizes 12-46, 35c.



4520



4203



4490

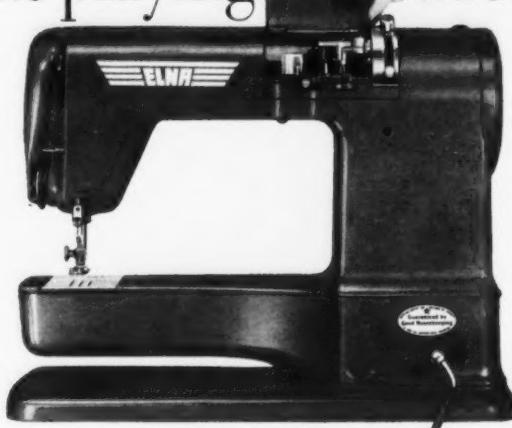
4203 — A dress that would be wonderful in a silk print fabric. The bolero-like jacket is cut in one with the bodice. Gentle unpressed pleats on each side of the slim skirt. Sizes 12-42, 50c.

4490 — Start the Spring season in this becoming fitted coat-dress. It buttons to the neckline, has three-quarter sleeves, and a neat collar. 12-48, 35c. All Simplicity Patterns are printed. See pattern envelope for backviews and yardages.

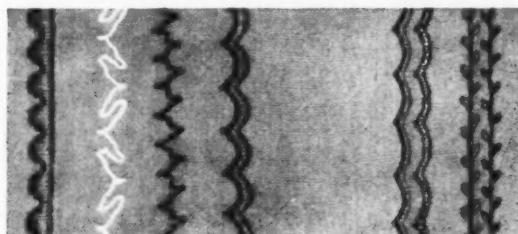


4448

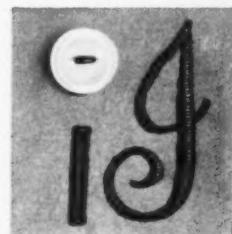
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but... lots of Fashion!



Attach it to your self fabric belt made with

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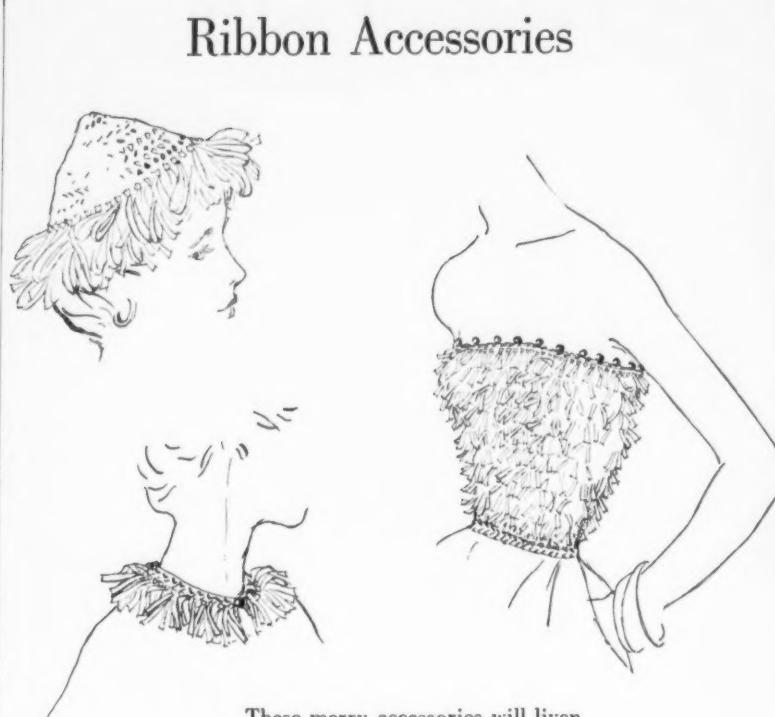
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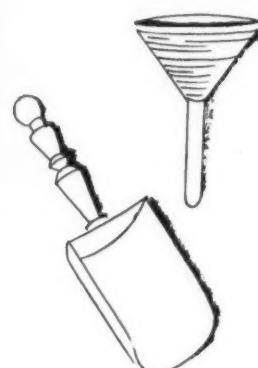


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A profile hat that's flattering to most faces. The net frame now comes packaged with pearl and gold bead trimmings for you to sew on by hand. Full instructions included. Complete kit, approx. \$5.95.

By Jolles Studios.

Make this cobra Peter Pan collar yourself. Package includes cut-out collar and lining, detailed instructions for assembling. Available in an array of bright colors. \$4.95.

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This linen Peter Pan collar comes already assembled in a kit with vari-colored bead and shell ornaments for you to sew on by hand. \$4.25.

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A Toyo-straw belt decorated with strips of patent leather and white beads.

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For the first time small pieces of felt in a variety of colors are now available for appliques and other small items.

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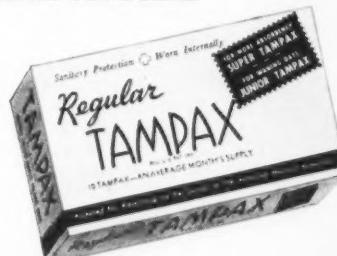
1. Comfort. There's no possibility of chafing or irritation with internally-worn Tampax. Actually it's so comfortable the wearer doesn't even feel it, once it's in place.

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An old fashioned *Sewing Bucket* covered in up-to-the-minute washable vinyl quilting.

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Belding Corticelli's *Skycade* — a double duty traveller combining all the virtues of a brocade evening bag and completely appointed sewing kit. About \$4.95 at notions counters.



An American Indian *Sewing Basket* of fragrant "sweet grass". Lined in crimson taffeta, it comes with a generous supply of thread, needles, scissors, and thimble. By Belding Corticelli, it's about \$4.95 at notions counters.



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The Decorative Skirt



Topical skirts are all the rage and this one with its bright tulips and sunshine daffodils might well have come from an expensive boutique. However, it's a Simple to Make style in a full half-circle, and the flowers, leaves and picket fence are all done with transfers included in the pattern.

The embroidery and applique were done on a Pfaff Dial-A-Stitch machine without any special attachments. The skirt is made of Moygashel crease-resistant Shanline Irish linen. 4532, waist-sizes 23½-30, 35c.

All Simplicity Patterns are printed.

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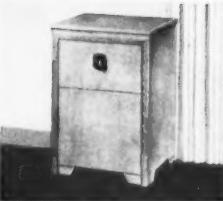
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All Crompton pinwales, combed and carded, in solid colors and patterns, carry the Certified Washable Seal of the American Institute of Laundering.

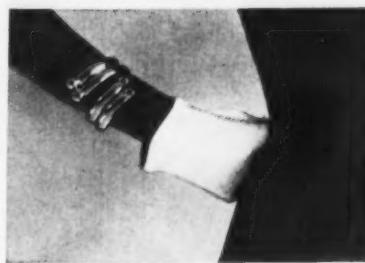


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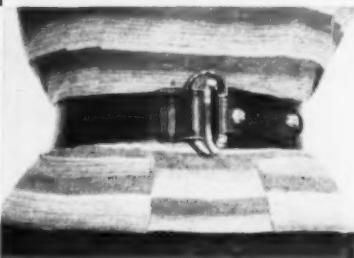


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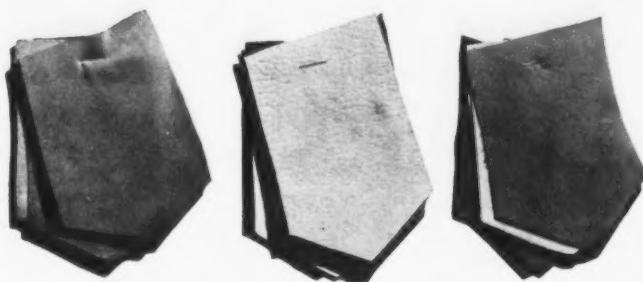
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4389

4433

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